

Idaho Division of Professional-Technical Education

Media Technologies Curriculum Guide

**Idaho Division of Professional-Technical Education
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Idaho Division of Professional-Technical Education Media Technologies Curriculum Framework

GENERAL PROGRAM INFORMATION

SEQUENCE OF INSTRUCTION

The four programs, Journalism Technology, Broadcast Technology, Graphic Communications, and Commercial Photography, which comprise the Media Technologies Cluster, each have a common instruction course that is the initial offering for students who elect to pursue a career in any of the four program areas. This common core course provides a well rounded approach of preparatory tasks, all of which are reinforced throughout the instruction in the final chosen program. In all cases, we are discussing the total instructional program and the required sequence of courses that comprises such a program. Unless the sequence of instruction is presented in the appropriate manner, there is no approval of a program by the Division.

A complete program of instruction will consist of a minimum of 630 hours of instruction spread over a period of three years. Junior level courses are offered as full year courses. The senior level course is designed to be a multiple period of instruction over a full year so students can master the skills required to perform in the industrial setting. The advanced courses are not exploratory in nature. They are designed to be occupational preparatory with instruction similar to industry expectations of work performance.

The coursework that follows the common core course is designed so if students decide to change options and pursue another program or decide to take courses in another Media Technologies program field while in high school, they will have an easy transfer with little loss of skills. Each program provides several occupational completion points that will provide students with sufficient competence that they can perform the required industry tasks at that level or are prepared to advance in the field of study.

INSTRUCTOR CERTIFICATION

Instructors who teach the program must hold the appropriate industry and Professional-Technical certification or licensure. This is defined as an Occupational Specialist Certification in the Idaho Certification Manual. An instructor may not be required to have a Bachelors Degree if they have eight years of related industry experience and acquire the respective educational coursework. A person with a Bachelors Degree must have the equivalent of three years of industry related experience and appropriate industry certification. An instructor with a Bachelors Degree in English does not qualify for Journalism without the related industry experience. All instructors must obtain the Occupational Specialist certificate. The certification codes for the programs include: Broadcast Technology 6195; Graphic Communications 6180 or 6190; Journalism Technology 6180 or 6192; Commercial Photography 6192.

LABORATORY ACTIVITIES

Both classroom and laboratory activities are an integral part of each of these programs. Classroom instruction in all the media technologies such as journalistic writing, photographic composition, script writing and investigative reporting techniques are all meant to be reinforced with practical experiences. These activities provide instruction in the use of tools, equipment, materials and processes found in the respective industry. Putting the individuals' written, graphic, video or audio products into a commercially oriented product by utilizing modern multi-media technology should be the cumulative result of all outcomes.

COOPERATIVE TRAINING AND/OR INTERNSHIPS

Whenever cooperative training or Internships for students are offered, the following are required for each student: 1. A training plan, signed by the student, teacher, and employer, which includes instructional objectives and a list of in-school learning experiences and on-the-job assignments that are relevant to the occupation which the student has chosen as a career goal. 2. A training agreement signed by all parties which describes the working conditions, hours of work, and payment process with which both the employer and the students will comply. The student must receive compensation for work performed under the conditions described in the Fair Labor Standards Act. Students should have access to a work environment that reflects appropriate equipment, skills and tasks.

RELATED INSTRUCTIONAL COMPONENTS

SkillsUSA is the appropriate Career and Technical Student Organization (CTSO) for providing leadership training and for reinforcing specific career and technical skills. Career and Technical Student Organizations shall be an integral part of the career and technical instructional program for the purpose of providing leadership training and career development skills. Other student organizations may be approved by the Division if they meet the PTE curriculum intent.

Other related courses, which will enhance the student's opportunities in the printing industry, include: English, Literature, Algebra, Chemistry, Physics, Art, Computer Science, and business-related courses.

DESCRIPTION OF PROGRAMS

The following is a brief description of each of the four programs of the Media Technologies Cluster. The similarities which exist between and among the four areas are designed to make student choice simple but still provide a strong occupational base to fulfill the industry demands. It also allows for more flexibility for certification of instructional staff in keeping with need to obtain appropriately prepared instructors from the multi-disciplined field of media technology. Media Technologies Fundamentals is the initial course for all four offerings to provide an overview of the educational and industry requirements in Media Technology occupations.

BROADCAST TECHNOLOGIES

The Broadcast Technology program is designed to offer students an opportunity to explore the wide range of occupations found in today's broadcasting field. Students will be given the opportunity to design, develop and produce a variety of activities ranging from film editing, storybook development, lighting arrangements, computer generation graphics displays, live and still camera shots, production and direction of an newsworthy event, and reporting. The program begins with an initial Media Technologies Fundamentals course and is followed by specific instruction through three additional courses covering competencies required in the broadcasting occupations.

The program will cover all aspects of the industry including audio and video recording, editing and development. Students will create live studio sets and lighting arrangements and may serve as reporters and camera operators for home school in-house productions. Closed circuit television studios, when available at a school, will be staffed by students enrolled in the advanced level broadcast courses and all students will be expected to perform some function in the daily broadcast process.

The program familiarizes individuals with broadcast journalism techniques, writing, script writing, graphic communications, video production, editing, directing, photojournalism and investigative reporting. Instruction in the program focuses on broad, transferable skills and stresses understanding and demonstration of the major elements of the broadcast industry including; planning, management, finance, technical and production skills, underlying principles of technology, labor issues, related community issues, and legal and ethical issues.

The courses included are: Media Technology Fundamentals; Broadcast Assistant; Studio Assistant; Broadcast Technician

JOURNALISM TECHNOLOGY

The purpose of this program is to prepare students with the basic skills of accurately relaying information and of self-expression through print and broadcast communications. The program begins with the initial Media Technologies Fundamentals course and is followed by a sequence of instruction which builds on journalism competencies required in the industry. Through this three year program they'll learn and practice the journalistic skills used in reporting, writing, designing, and producing various publication forms. By advancing through the journalism program and working on one or more student publications, students can learn and develop skills of journalism, basic business management, and interpersonal relationships in a work group.

The program familiarizes individuals with journalistic writing, script writing, graphic communications, desktop publishing, video production, photojournalism and investigative reporting. Instruction in the program focuses on broad, transferable skills and stresses understanding and demonstration of the following elements of the journalism industry; planning, management, finance, technical and production skills, underlying principles of technology, labor issues, related community issues, and legal and ethical issues.

The courses included are: Media Technology Fundamentals; Journalism A; Journalism B; (options) Journalism Yearbook; Journalism Newspaper; Photo Journalism; Broadcast Journalism

GRAPHIC COMMUNICATIONS TECHNOLOGY

The purpose of the program is to prepare students for initial employment in the Graphics Communications Industry. The program consists of an initial Media Technologies Fundamentals course and a sequence of three additional courses specific to graphics fundamentals. The course content will include but is not limited to Administrative support operations. The course content should also include training in communication leadership, human relations, employability skills, and safe, efficient work practices.

Graphic Communications (Graphic/Printing/Digital Imaging) is a three year instructional program that prepares individuals to design and execute layouts and illustrations for advertising displays and instructional manuals. The program includes instruction in all phases of electronic and mechanical offset printing, layout, composition, pressmark and binding, flexography, image manipulation, lithography, photoengraving, digital photography, computer graphics, and other competencies related to the graphic arts industry. The program also includes training in applied communications, and employability skills including leadership, human relations, and safe efficient work practices. The overall program focuses on broad, transferable skills and stresses understanding and demonstration of the following elements of the Printing and Graphic Communications Industry; planning, management, finance, technical and product skills, underlying principles of technology, labor issues, community issues and health, safety, and environmental issues.

The courses included are: Media Technology Fundamentals; Graphics Assistant; Pre- Press Publication Technician; Graphics Technician

COMMERCIAL PHOTOGRAPHY TECHNOLOGY

Photography is a program that consists of the initial Media Technologies Fundamentals and three sequential courses which prepare students for most occupations in the field of commercial photography. These courses begin with an introductory sophomore course in 35mm camera operation and progresses through the wide range of equipment used in today's digital market. The use of various light meters in the 35mm cameras as well as hand held light meters will be reviewed throughout the program as well as focusing systems. Film types are compared to lighting conditions for proper exposures and students are taught the basics of film loading and unloading. Other rules for arranging groups, determining format, color harmony, and perspective are introduced.

Beginning courses are designed to expose the student to film processing and enlarging with the use of photographic chemicals and solutions. Operation of the photographic enlarger is included

along with photographic spotting and retouching. The reciprocal value of apertures and shutter speeds are introduced along with the process of posing one or more subjects for portraiture in the studio. The guidelines for setting up a still life are also introduced.

The overall program focuses on broad, transferable skills and stresses understanding and demonstration of the major elements of the Commercial Photography Industry; including planning, management, finance, technical and product skills, and underlying principles of technology, labor issues, community issues and health, safety, and environmental issues.

The courses included are: Media Technology Fundamentals; Photography Assistant; Studio Assistant/Technician; Photographic Technician

Idaho Division of Professional-Technical Education

Media Technologies Course Outlines

Media Technology Fundamentals

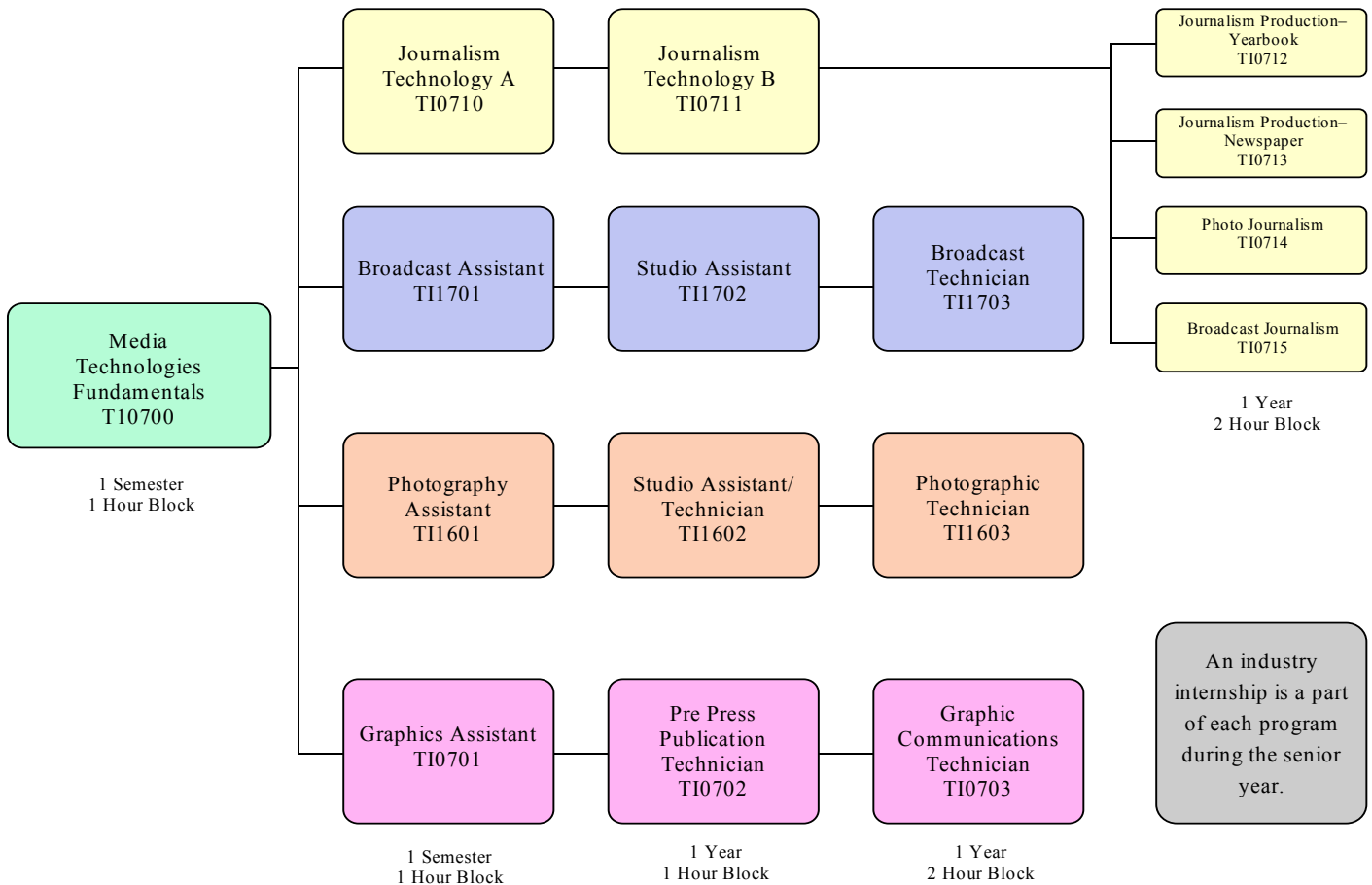
Broadcast Technology

Journalism Technology

Graphic Communications Technology

Commercial Photography Technology

SEQUENCE CHART FOR MEDIA TECHNOLOGIES



Idaho Division of Professional-Technical Education
Guide for Media Technologies

MEDIA TECHNOLOGIES FUNDAMENTALS TI0700

- 01.00 Demonstrate knowledge of the media production technology program instructional system, safety procedures, trade terminology, laws, and ethics and history—
- 02.00 Identify career opportunities in the media technologies industry—
- 03.00 Demonstrate appropriate communication skills—
- 04.00 Demonstrate appropriate math skills—
- 05.00 Demonstrate appropriate understanding of basic science—
- 06.00 Demonstrate proficiency in making and using files in the portable document format—
- 07.00 Demonstrate employability skills and habits—
- 08.00 Demonstrate an understanding of entrepreneurship—

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Guide for Media Technologies

MEDIA TECHNOLOGIES FUNDAMENTALS TI0700

01.00 DEMONSTRATE KNOWLEDGE OF THE MEDIA PRODUCTION TECHNOLOGY PROGRAM INSTRUCTIONAL SYSTEM, SAFETY PROCEDURES, TRADE TERMINOLOGY, LAWS, and ETHICS AND HISTORY—

The student will be able to:

1. State and apply general safety rules for operation of equipment and learning activities in the lab.
2. Practice proper safety procedures when operating equipment.
3. Discuss the importance of the Material Safety Data Sheets (MSDS).
4. Transport equipment safely and securely.
5. Store equipment in appropriate locations.
6. Pass a general lab safety test.
7. Demonstrate acceptable employee health habits.
8. Practice approved methods to dispose of waste materials.
9. Read, comprehend and follow instructions on warning labels.
10. Demonstrate industry standard behaviors when working with others.
11. Utilize trade terminology in the media technologies production lab.
12. Utilize trade abbreviations and acronyms as appropriate.
13. Demonstrate an understanding of laws, ethics, and history of the media technologies industry.
14. Demonstrate a work ethic that includes integrity, honesty, loyalty, and perseverance to be accepted for this pathway in the industry.
15. Practice ergonomic processes when using the computer, photographic equipment, and other visual arts tools and equipment.
16. Explain OSHA and safety requirements that pertain to visual arts.
17. Demonstrate knowledge of copyright laws pertaining to art, applied art, photography, graphic images, and other related areas.

02.00 IDENTIFY CAREER OPPORTUNITIES IN THE MEDIA TECHNOLOGIES INDUSTRY—

The student will be able to:

1. Identify a career objective.
2. Identify sources of information concerning careers.
3. List the skills, attitudes, abilities and training required for jobs in the media technologies industry.
4. List the rapid changes occurring in the media technologies industry.
5. Describe employment opportunities in media technologies related careers.
6. Explain the importance of updating occupational skills and knowledge through continued education and training.

03.00 DEMONSTRATE APPROPRIATE COMMUNICATION SKILLS—

The student will be able to:

1. Write logical and understandable statements, or phrases, to accurately fill out forms/invoices commonly used in business and industry.
2. Read and follow written and oral instructions.
3. Answer and ask questions coherently and concisely.
4. Read critically by recognizing assumptions and implications and by evaluating ideas.
5. Demonstrate appropriate telephone/communication skills.
6. Develop appropriate interview skills.
7. Proofread copy.
8. Read and understand graphs, charts, diagrams, and tables commonly used in this industry/occupation area.

04.00 DEMONSTRATE APPROPRIATE MATH SKILLS—

The student will be able to:

1. Determine the correct purchase price, to include sales tax, for a materials list containing a minimum of six items.
2. Demonstrate an understanding of federal, state and local taxes and their computation.
3. Demonstrate an understanding of Media Technologies math and solve time-based problems.
4. Solve addition, subtraction, multiplication and division of whole numbers.
5. Solve addition, subtraction, multiplication and division of fractions.
6. Solve addition, subtraction, multiplication and division of decimals.
7. Solve fraction to decimal and decimal to fraction conversion problems.
8. Solve decimal to percent and percent to decimal conversion problems.
9. Solve basic ratio and proportion problems.
10. Solve basic linear measurement problems.
11. Solve basic inches to picas and picas to inch conversion problems.
12. Solve inches to points and points to inch conversion problems.

05.00 DEMONSTRATE APPROPRIATE UNDERSTANDING OF BASIC SCIENCE—

The student will be able to:

1. Understand the proper use of each of the chemicals used in film development and printing.
2. Draw conclusions or make inferences from data.
3. Identify health related problems which may result from exposure to work related chemicals and hazardous materials, and know the proper precautions required for handling such materials.

06.00 DEMONSTRATE PROFICIENCY IN MAKING AND USING FILES IN THE PORTABLE DOCUMENT FORMAT—

The student will be able to:

1. Define the relationship between PostScript and PDF files.
2. Identify and define the attributes and advantages of a PDF file.
3. Make a PDF file from a PostScript file to meet given production specifications.

07.00 DEMONSTRATE EMPLOYABILITY SKILLS AND HABITS—

The student will be able to:

1. Conduct a job search.
2. Secure information about a job.
3. Identify and complete documents that may be required when applying for a job interview.
4. Complete a job application form correctly.
5. Demonstrate competence in job interview techniques.
6. Identify or demonstrate appropriate responses to criticism from employer, supervisor or other employees.
7. Identify acceptable work habits and personal initiative.
8. Demonstrate knowledge of how to make job changes appropriately.
9. Demonstrate acceptable employee health and safety habits.
10. Exhibit professional conduct (work ethics) in the development of audio and video productions.
11. Understand the concepts of entrepreneurship and its use in the broadcasting field.
12. Develop and maintain a video portfolio.
13. Evaluate and defend the effectiveness of artwork through discussion or critique.
14. Demonstrate knowledge of acceptable dress standards for employability.
15. Fulfill an internship, a co-op training, or similar experience.

08.00 DEMONSTRATE AN UNDERSTANDING OF ENTREPRENEURSHIP—

The student will be able to:

1. Define entrepreneurship.
2. Describe the importance of entrepreneurship to the American economy.
3. List the advantages and disadvantages of business ownership.
4. Identify the risks involved in ownership of a business.
5. Identify the necessary personal characteristics of a successful entrepreneur.
6. Identify the business skills needed to operate a small business efficiently and effectively.
7. Comprehend the photographic market and the technology as used in industry standards.
8. Comprehend how photographic imaging relates to other career pathways including printing, graphic arts, and journalism.

BROADCAST TECHNOLOGY COURSE OUTLINE

INTENDED OUTCOMES: After successfully completing the program the student will be able to:

- 01.00 Demonstrate knowledge of the Media Production safety procedures, trade terminology, laws, ethics, and history.
- 02.00 Dress a set as directed for broadcast production.
- 03.00 Perform lighting activities for a planned production.
- 04.00 Demonstrate correct use of basic studio equipment used in broadcast production.
- 05.00 Demonstrate an ability to interpret a broadcast style script.
- 06.00 Exhibit knowledge of the broadcast production team.
- 07.00 Exhibit ability to apply skills through planning, writing, directing, editing, and recording a broadcast program.
- 08.00 Perform recording and editing operations.
- 09.00 Perform broadcast production and programming activities.
- 10.00 Perform character generator and special effects generator functions.
- 11.00 Operate broadcast studio audio control system.
- 12.00 Demonstrate ability in studio production operations.
- 13.00 Write, produce, direct, and edit a variety of broadcast programming.
- 14.00 Identify career opportunities in the broadcast industry.
- 15.00 Demonstrate an independent level of proficiency in one or more areas of broadcast production.
- 16.00 Demonstrate an ability to specialize in one or more areas of broadcast production.
- 17.00 Demonstrate appropriate communication skills.
- 18.00 Demonstrate appropriate math skills.
- 19.00 Demonstrate employability skills.
- 20.00 Demonstrate computer operations in Broadcast Production.
- 21.00 Participate in an occupational internship or career experience.

JOURNALISM TECHNOLOGY COURSE OUTLINE

INTENDED OUTCOMES: After successfully completing the program, the student will be able to:

JOURNALISM A

- 01.00 Understand the dynamics of communication; how creative thinking pays off in the world of communication.
- 02.00 Demonstrate an understanding of the history of American journalism
- 03.00 Demonstrate an understanding of the First Amendment freedom and responsibility of the press
- 04.00 Practice and apply interviewing skills
- 05.00 Understand News: What it is and how to gather it

JOURNALISM B

- 01.00 Demonstrate copy editing, learning style and editing skills
- 02.00 Write news leads and articles; utilize the inverted pyramid technique
- 03.00 Write Opinion pieces: columns, reviews and editorials
- 04.00 Write feature articles
- 05.00 Write sports articles
- 06.00 Understand and apply the skill of headline writing
- 07.00 Demonstrate skills in layout and design
- 08.00 Understand and apply skills used in photojournalism
- 09.00 Understand and apply skills used in advertising
- 10.00 Understand and apply skills used newspaper production
- 11.00 Understand and apply skills used in yearbook production
- 12.00 Explore journalism careers

JOURNALISM PRODUCTION-YEARBOOK

- 01.00 Define the role of the staff member accepting the legal, moral and ethical responsibilities inherent in a free press.
- 02.00 Identify, master and practice the skills necessary in financing the yearbook. 03. Identify, master and practice the skills necessary in conceptualizing the yearbook.
- 04.00 Identify, master and practice the skills necessary in reporting and writing for the yearbook
- 05.00 Identify, master and practice the skills necessary in writing and designing headlines for the yearbook.
- 06.00 Identify, master and practice the skills necessary in writing and designing captions for the yearbook.
- 07.00 Identify, master and practice the skills necessary in planning and producing photographs for the yearbook.
- 08.00 Identify, master and practice the skills necessary in designing the yearbook. 09. Identify, master and practice the skills necessary in preparing the yearbook for the printer.

JOURNALISM PRODUCTION-NEWSPAPER

- 01.00 Define the role and the responsibility of the media to their audience exploring the history as well as the contemporary state of the press including legal, moral and ethical considerations.
- 02.00 Identify the need for policy guidelines analyzing audience and function focusing on how that same policy making process applies to students publications.
- 03.00 Identify, practice and master the skills necessary for complete coverage of activities, events, issues, and individuals associated with school publications.
- 04.00 Define, identify and analyze newsworthiness.
- 05.00 Identify, master and practice skills necessary for basic reporting through information gathering.
- 06.00 Identify, practice and master basic journalistic writing including format.
- 07.00 Identify, practice and master the skills involving style, proofreading and copy editing.
- 08.00 Identify, differentiate, practice and master the types of news, editorials/opinions, features, and sports stories.
- 09.00 Identify, practice and master the placement of material within appropriate sections of a publication learning how to determine, design and produce a format for the publication integrating departmentalization.
- 10.00 Identify, practice, and master the skills necessary for writing and designing headlines.
- 11.00 Identify, practice and master the skills necessary for writing and designing captions.
- 12.00 Identify, practice and master the skills necessary in planning and producing, and integrating photographs and artwork into a publication.
- 13.00 Identify, practice and master the basic concepts of design.
- 14.00 Identify, practice and master the skills of desktop publishing as they relate to word processing, editing and typesetting as well as creating graphics and designing camera-ready mechanicals.
- 15.00 Identify, practice and master the skills necessary for preparing the newspaper for the printer.
- 16.00 Identify, practice and master the skills necessary to finance a publication through advertising and merchandizing.

PHOTOJOURNALISM

- 01.00 Identify types and uses of cameras with emphasis on the 35mm SLR.
- 02.00 Understand principles of film and exposure.
- 03.00 Understand principles of lighting.
- 04.00 Understand principles of composition, timing and seeing photos.
- 05.00 Identify types and uses of lenses, including their effects on composition.
- 06.00 Demonstrate principles of developing and push processing film
- 07.00 Demonstrate the principles of printing, including filters, dodging, burning in, and contact making.
- 08.00 Understand and utilize the photo essay approach.
- 09.00 Shoot and produce a photo for the printed page.
- 10.00 Understand the principles of photo law.
- 11.00 Explore photojournalism as a career.

BROADCAST JOURNALISM

- 01.00 Plan a set for television production
- 02.00 Perform lighting activities for a planned production
- 03.00 Demonstrate correct use of basic equipment used in television production
- 04.00 Develop the story idea for broadcast
- 05.00 Plan the story for broadcast
- 06.00 Produce the story for broadcast
- 07.00 Script the broadcast story
- 08.00 Write the web story

GRAPHIC COMMUNICATIONS TECHNOLOGY COURSE OUTLINE

INTENDED OUTCOMES: After successfully completing the program, the student will be able to:

- 01.00 Demonstrate an understanding of safety and first aid practices.
- 02.00 Demonstrate an understanding of graphic communication and processes.
- 03.00 Demonstrate proficiency in art and copy preparation.
- 04.00 Demonstrate proficiency in using image manipulation programs.
- 05.00 Demonstrate appropriate communication skills.
- 06.00 Demonstrate appropriate math skills.
- 07.00 Demonstrate proficiency in basic imaging competencies.
- 08.00 Demonstrate proficiency in the use of type and typography.
- 09.00 Demonstrate proficiency in using page layout operations.
- 10.00 Demonstrate an understanding of vector based graphics programs.
- 11.00 Demonstrate proficiency in electronic pre-press operations.
- 12.00 Demonstrate proficiency in making and using files in portable document format.
- 13.00 Demonstrate an understanding of color principles as applied to the preparation, production, evaluation, and correction of color printing.
- 14.00 Demonstrate an understanding of art and applied art.
- 15.00 Demonstrate employability skills.
- 16.00 Participate in an occupational internship or career experience

COMMERCIAL PHOTOGRAPHY TECHNOLOGY COURSE OUTLINE

INTENDED OUTCOMES: After successfully completing the program, the student will be able to:

- 01.00 Perform laboratory skills.
- 02.00 Control exposures.
- 03.00 Take basic photographs.
- 04.00 Understand the workings of various format cameras.
- 05.00 Demonstrate proficiency in using image manipulation programs
- 06.00 Finish photographs.
- 07.00 Understand and utilize various photographic lighting techniques.
- 08.00 Demonstrate an understanding of color principles as applied to the preparation, production, evaluation and correction of color printing
- 09.00 Take studio photographs.
- 10.00 Reproduce photographic media.
- 11.00 Demonstrate appropriate communication skills.
- 12.00 Demonstrate appropriate math skills.
- 13.00 Demonstrate appropriate understanding of basic science.
- 14.00 Demonstrate employability skills.
- 15.00 Demonstrate an understanding of entrepreneurship.
- 16.00 Ethics.
- 17.00 Safety.
- 18.00 Legal issues.
- 19.00 Fulfill an internship, a co-op training, or similar experience.

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Media Technologies Curriculum Sequences

BROADCAST TECHNOLOGY CURRICULUM SEQUENCE

BROADCAST TECHNOLOGY TASK LIST

1. Demonstrate knowledge of the broadcast production technology programs safety procedures, trade terminology, laws, ethics, and history
2. Dress a set as directed for broadcast production
3. Perform lighting activities for a planned production
4. Demonstrate correct use of basic studio equipment used in broadcast production
5. Demonstrate ability to interpret a broadcast style script
6. Exhibit knowledge of the broadcast production team
7. Exhibit ability to apply skills through planning, writing, directing, editing, and recording a broadcast program
8. Perform recording and editing operations
9. Perform broadcast production and programming activities
10. Perform character generation and special effects generation functions
11. Operate broadcast studio audio control system
12. Demonstrate ability in studio production operations
13. Write, produce, direct, and edit a variety of broadcast programming
14. Understand career opportunities in the broadcasting industry
15. Demonstrate an independent level of proficiency in one or more areas of broadcast production
16. Demonstrate an ability to specialize in one or more areas of broadcast production
17. Demonstrate appropriate communication skills
18. Demonstrate appropriate math skills
19. Demonstrate employability skills
20. Demonstrate computer operations in broadcast production
21. Participate in an occupational internship or career experience

BROADCAST TECHNOLOGY CURRICULUM GUIDE

01.00 DEMONSTRATE KNOWLEDGE OF THE BROADCAST PRODUCTION TECHNOLOGY PROGRAMS SAFETY PROCEDURES, TRADE TERMINOLOGY, LAWS, ETHICS, AND HISTORY—

The student will be able to:

1. State and apply general safety rules for operation of equipment and learning activities in the lab.
2. Utilize trade terminology in the broadcast production lab.
3. Utilize trade abbreviations and acronyms as appropriate.
4. Transport equipment safely and securely.
5. Store equipment in appropriate locations.
6. Demonstrate an understanding of laws, ethics, and history of the broadcast industry.

02.00 DRESS A SET AS DIRECTED FOR BROADCAST PRODUCTION—

The student will be able to:

1. Dress a set for a television production.
2. Inspect for and correct safety concerns.
3. Sketch a set plan.

03.00 PERFORM LIGHTING ACTIVITIES FOR A PLANNED PRODUCTION—

The student will be able to:

1. Describe basic lighting.
2. Explore special effects lighting.
3. Analyze lighting needs for production.
4. Set-up appropriate lighting for a production.
5. Demonstrate an understanding of safe electrical loads and circuits.

04.00 DEMONSTRATE CORRECT USE OF BASIC STUDIO EQUIPMENT USED IN BROADCAST PRODUCTION—

The student will be able to:

1. Load, record and play videotape.
2. Demonstrate the steps necessary to setup, turn on and operate a video camera.
3. Demonstrate picture composition.
4. Describe types of video and audio connectors used in program.
5. Identify, select, and demonstrate use of an appropriate microphone.
6. Explain the care, storage, and use of broadcast hardware and software.
7. Select appropriate equipment.
8. Demonstrate facility and equipment inventory, maintenance and management.
9. Demonstrate knowledge of camera movement.
10. Identify and select microphones for production.
11. Place microphones for maximum effect.
12. Describe parts of an audio mixing console.
13. Operate audio mixing console.

05.00 DEMONSTRATE ABILITY TO INTERPRET A BROADCAST STYLE SCRIPT—

The student will be able to:

1. Demonstrate an understanding of broadcast scripts.
2. Identify the components of a storyboard script.
3. Interpret a storyboard.
4. Identify and use a script.
5. Write a script in proper broadcasting format.

06.00 EXHIBIT KNOWLEDGE OF THE BROADCAST PRODUCTION TEAM—

The student will be able to:

1. List the job functions of the broadcast production team.
2. Describe the steps of the production process.
3. Demonstrate ability to give and follow directions.
4. Demonstrate ability to function as a member of the production team.
5. Set and adhere to production deadlines.

07.00 EXHIBIT ABILITY TO APPLY SKILLS THROUGH PLANNING, WRITING, DIRECTING, EDITING, AND RECORDING A BROADCAST PROGRAM—

The student will be able to:

1. Plan a broadcast program.
2. Write a broadcast program.
3. Direct a broadcast program.
4. Edit a broadcast program.
5. Record a broadcast program

08.00 PERFORM RECORDING AND EDITING OPERATIONS—

The student will be able to:

1. Identify and describe different recording and editing machines.
2. Describe operational parts of a videotape machine.
3. Operate videotape machine to record and playback.
4. Describe operational parts of a video cassette editor.
5. Perform edits in linear and non-linear formats.
6. Set up videotape machines.
7. Set up videocassette editor.

09.00 PERFORM BROADCAST PRODUCTION AND PROGRAMMING ACTIVITIES—

The student will be able to:

1. Compute broadcast math.
2. Develop script for a program.
3. Draw a storyboard for a planned production.
4. Direct participants in the production of a program.
5. Perform on-camera/on-air.

10.00 PERFORM CHARACTER GENERATION AND SPECIAL EFFECTS GENERATION FUNCTIONS—

The student will be able to:

1. Describe operational parts of character generation.
2. Set up character generation.
3. Perform character and special effects generation functions.
4. Describe inputs of titling generator.
5. Operate special effects generation during production.
6. Operate character generation during production.

11.00 OPERATE BROADCAST STUDIO AUDIO CONTROL SYSTEM—

The student will be able to:

1. Identify and select microphones for production.
2. Place microphones for maximum effect.
3. Operate audio components.

12.00 DEMONSTRATE ABILITY IN STUDIO PRODUCTION OPERATIONS—

The student will be able to:

1. Demonstrate skills in selecting appropriate production topics.
2. Determine ethical quality of production topics.
3. Use appropriate equipment.
4. Adhere to production requirements and deadlines.

13.00 WRITE, PRODUCE, DIRECT, AND EDIT A VARIETY OF BROADCAST PROGRAMMING—

The student will be able to:

1. Write, produce, direct, and edit news programs.
2. Write, produce, direct, and edit editorials.
3. Write, produce, direct, and edit feature programs.
4. Write, produce, direct, and edit interview programs.
5. Write, produce, direct, and edit commercials.

14.00 UNDERSTAND CAREER OPPORTUNITIES IN THE BROADCASTING INDUSTRY—

The student will be able to:

1. Identify a career objective.
2. Identify sources of information concerning careers.
3. List the skills, attitudes, abilities, and training required for jobs in the broadcasting industry.
4. List the rapid changes occurring in the broadcasting industry.
5. Describe employment opportunities in broadcast related careers.
6. Explain the importance of updating occupational skills and knowledge through continued education and training.

15.00 DEMONSTRATE AN INDEPENDENT LEVEL OF PROFICIENCY IN ONE OR MORE AREAS OF BROADCAST PRODUCTION—

The student will be able to:

1. Perform at an independent level of proficiency in area(s) of specification.

16.00 DEMONSTRATE AN ABILITY TO SPECIALIZE IN ONE OR MORE AREAS OF BROADCAST PRODUCTION—

The student will be able to:

1. Survey and select area(s) for specialization in broadcast production.
2. Prepare for an internship in a specific area of broadcasting

17.00 DEMONSTRATE APPROPRIATE COMMUNICATION SKILLS—

The student will be able to:

1. Write logical and understandable statements, or phrases, to accurately fill out forms/invoices commonly used in business and industry.
2. Read and follow written and oral instructions.
3. Answer and ask questions coherently and concisely.
4. Read critically by recognizing assumptions and implications and by evaluating ideas.
5. Demonstrate appropriate telephone/communication skills.
6. Develop appropriate interview skills.
7. Proofread copy.

18.00 DEMONSTRATE APPROPRIATE MATH SKILLS—

The student will be able to:

1. Add, subtract, multiply, and divide using fractions, decimals, and whole numbers.
2. Determine the correct purchase price, to include sales tax for a materials list containing a minimum of six items.
3. Demonstrate an understanding of federal, state, and local taxes and their computation.
4. Demonstrate an understanding of broadcast math and solve time-based problems.

19.00 DEMONSTRATE EMPLOYABILITY SKILLS—

The student will be able to:

1. Conduct a job search.
2. Secure information about a job.
3. Identify and complete documents that may be required when applying for a job interview.
4. Complete a job application form correctly.
5. Demonstrate competence in job interview techniques.
6. Identify or demonstrate appropriate responses to criticism from employer, supervisor or other employees.
7. Identify acceptable work habits, ethics and behavior.
8. Demonstrate knowledge of how to make job change appropriately.
9. Demonstrate acceptable employee health and safety habits.
10. Exhibit professional conduct (work ethics) in the development of audio and video productions.
11. Understand the concept of entrepreneurship and its use in the broadcasting field.
12. Develop and maintain a video portfolio.

20.00 DEMONSTRATE COMPUTER OPERATIONS IN BROADCAST PRODUCTION—

The student will be able to:

1. Demonstrate basic computer operations.
2. Demonstrate skills in operating a teleprompter.
3. Access worldwide resources on the Internet.
4. Utilize computer manipulation of digital equipment and processing digital signal.

21.00 PARTICIPATE IN AN OCCUPATIONAL INTERNSHIP OR CAREER EXPERIENCE—

The student will be able to:

1. Understand the requirements and obligations for Internship or other on the job experience.
2. Complete all research and background on the business identified for the work experience to prepare for the job.
3. Submit the job application and your resume to the appropriate personnel.
4. Obtain all relevant information on personnel who will be responsible for working with you on the job site, and provide them needed personal information and background.
5. Maintain a daily log of activities and job assignments during the job experience.
6. Provide appropriate personal comments and letters of appreciation to the business and education partners who assisted you in the job assignment.

Broadcast Assistant TI0701

01.00 DEMONSTRATE KNOWLEDGE OF THE MEDIA PRODUCTION TECHNOLOGY PROGRAM INSTRUCTIONAL SYSTEM, SAFETY PROCEDURES, TRADE TERMINOLOGY, LAWS, ETHICS, AND HISTORY—

The student will be able to:

1. State and apply general safety rules for operation of equipment and learning activities in the lab.
2. Utilize trade terminology in the broadcast production lab.
3. Utilize trade abbreviations and acronyms as appropriate.
4. Transport equipment safely and securely.
5. Store equipment in appropriate locations.
6. Demonstrate an understanding of laws, ethics, and history of the broadcast industry.

02.00 DRESS A SET AS DIRECTED FOR BROADCAST PRODUCTION—

The student will be able to:

1. Dress a set for a broadcast production.
2. Inspect for and correct safety concerns.
3. Sketch a set plan.

03.00 PERFORM LIGHTING ACTIVITIES FOR A PLANNED PRODUCTION—

The student will be able to:

1. Describe basic lighting.
2. Explore special effects lighting.
3. Analyze lighting needs for production.
4. Setup appropriate lighting for a production.
5. Demonstrate an understanding of safe electrical loads and circuits.

04.00 DEMONSTRATE CORRECT USE OF BASIC STUDIO EQUIPMENT USED IN BROADCAST PRODUCTION—

The student will be able to:

1. Load, record and play videotape.
2. Demonstrate the steps necessary to setup, turn on and operate a video camera.
3. Demonstrate picture composition.
4. Describe types of video and audio connectors used in program.
5. Identify, select and demonstrate use of an appropriate microphone.
6. Explain the care, storage and use of broadcast hardware and software.
7. Select appropriate equipment.
8. Demonstrate facility and equipment inventory, maintenance and management.
9. Demonstrate knowledge of camera movement.

05.00 DEMONSTRATE ABILITY TO INTERPRET A BROADCAST STYLE SCRIPT—

The student will be able to:

1. Demonstrate an understanding of broadcast scripts.
2. Identify the components of a storyboard script.
3. Interpret a storyboard.

06.00 EXHIBIT KNOWLEDGE OF THE BROADCAST PRODUCTION TEAM—

The student will be able to:

1. List the job functions of the broadcast production team.
2. Describe the steps of the production process.
3. Demonstrate ability to give and follow directions.
4. Demonstrate ability to function as a member of the production team.
5. Set and adhere to production deadlines.

07.00 PERFORM BROADCAST PRODUCTION AND PROGRAMMING ACTIVITIES—

The student will be able to:

1. Compute broadcast math.
2. Develop script for a program.
3. Draw a storyboard for a planned production.
4. Direct participants in the production of a program.
5. Perform on-camera/on-air.

08.00 IDENTIFY CAREER OPPORTUNITIES IN THE BROADCAST INDUSTRY—

The student will be able to:

1. Identify a career objective.
2. Identify sources of information concerning careers.
3. List the skills, attitudes, abilities and training required for jobs in the broadcasting industry.
4. List the rapid changes occurring in the broadcasting industry.
5. Describe employment opportunities in broadcast related careers.
6. Explain the importance of updating occupational skills and knowledge through continued education and training.

09.00 DEMONSTRATE APPROPRIATE COMMUNICATION SKILLS—

The student will be able to:

1. Write logical and understandable statements, or phrases, to accurately fill out forms/invoices commonly used in business and industry.
2. Read and follow written and oral instructions.
3. Answer and ask questions coherently and concisely.
4. Read critically by recognizing assumptions and implications and by evaluating ideas.
5. Demonstrate appropriate telephone/communication skills.
6. Develop appropriate interview skills.
7. Proofread copy.

10.00 DEMONSTRATE APPROPRIATE MATH SKILLS—

The student will be able to:

1. Add, subtract, multiply, and divide using fractions, decimals and whole numbers.
2. Determine the correct purchase price, to include sales tax, for a materials list containing a minimum of six items.
3. Demonstrate an understanding of federal, state and local taxes and their computation.
4. Demonstrate an understanding of broadcast math and solve time-based problems.

11.00 DEMONSTRATE EMPLOYABILITY SKILLS—

The student will be able to:

1. Conduct a job search.
2. Secure information about a job.
3. Identify and complete documents that may be required when applying for a job interview.
4. Complete a job application form correctly.
5. Demonstrate competence in job interview techniques.
6. Identify or demonstrate appropriate responses to criticism from employer, supervisor or other employees.
7. Identify acceptable work habits and personal initiative.
8. Demonstrate knowledge of how to make job changes appropriately.
9. Demonstrate acceptable employee health and safety habits.
10. Exhibit professional conduct (work ethics) in the development of audio and video productions.
11. Understand the concepts of entrepreneurship and its use in the broadcasting field.
12. Develop and maintain a video portfolio.

12.00 DEMONSTRATE COMPUTER OPERATIONS IN BROADCAST PRODUCTION—

The student will be able to:

1. Demonstrate basic computer operations.
2. Demonstrate skills in operating a teleprompter.

Studio Assistant TI0702

01.00 DEMONSTRATE CORRECT USE OF BASIC EQUIPMENT USED IN BROADCAST PRODUCTION—

The student will be able to:

1. Identify and select microphones for production.
2. Place microphones for maximum effect.
3. Describe parts of an audio mixing console.
4. Operate audio mixing console.

02.00 DEMONSTRATE ABILITY TO INTERPRET A BROADCAST STYLE SCRIPT—

The student will be able to:

1. Identify and use a script.
2. Write a script in proper broadcast format.

03.00 PERFORM VIDEO TAPE RECORDING AND EDITING OPERATIONS—

The student will be able to:

1. Identify and describe different recording and editing machines.
2. Describe operational parts of a videotape machine.
3. Operate videotape machine to record and playback.
4. Describe operational parts of a videocassette editor.
5. Perform edits in linear and non-linear formats.

04.00 PERFORM BROADCAST PRODUCTION AND PROGRAMMING ACTIVITIES—

The student will be able to:

1. Compute broadcast math.
2. Develop script for a program.
3. Draw storyboard for a planned production.
4. Direct participants in production of a program.
5. Perform on-camera/on-air.

05.00 PERFORM CHARACTER GENERATOR AND SPECIAL EFFECTS GENERATOR FUNCTIONS—

The student will be able to:

1. Describe operational parts of character generator.
2. Set-up character generator.
3. Perform character and special effects generator functions.
4. Describe inputs of titling generator.
5. Operate special effects generator during production.
6. Operate character generator during production.

06.00 OPERATE BROADCAST STUDIO AUDIO CONTROL SYSTEM—

The student will be able to:

1. Identify and select microphones for production.
2. Place microphones for maximum effect.
3. Operate audio components.

07.00 DEMONSTRATE ABILITY IN STUDIO PRODUCTION OPERATIONS—

The student will be able to:

1. Demonstrate skills in selecting appropriate production topics.
2. Determine ethical quality of production topics.
3. Use appropriate equipment.
4. Adhere to production requirements and deadlines.

08.00 DEMONSTRATE AN INDEPENDENT LEVEL OF PROFICIENCY IN ONE OR MORE AREAS OF BROADCAST PRODUCTION—

The student will be able to:

1. Perform at an independent level of proficiency in area(s) of specification.

09.00 DEMONSTRATE AN ABILITY TO SPECIALIZE IN ONE OR MORE AREAS OF BROADCAST PRODUCTION—

The student will be able to:

1. Survey and select area(s) for specialization in broadcast production.

10.00 DEMONSTRATE COMPUTER OPERATIONS IN BROADCAST PRODUCTION—

The student will be able to:

1. Access worldwide resources on the Internet.

Broadcast Technician TI0703

01.00 DEMONSTRATE ABILITY TO INTERPRET A BROADCAST STYLE SCRIPT—

The student will be able to:

1. Identify and use a script.

02.00 EXHIBIT ABILITY TO APPLY SKILLS THROUGH PLANNING, WRITING, DIRECTING, EDITING, AND RECORDING A BROADCAST PROGRAM—

The student will be able to:

1. Plan a broadcast program.
2. Write a broadcast program.
3. Direct a broadcast program.
4. Edit a broadcast program.
5. Record a broadcast program.

03.00 PERFORM VIDEOTAPE RECORDING AND EDITING OPERATIONS—

The student will be able to:

1. Perform edits in linear and non-linear formats.
2. Setup videotape machines.
3. Setup videocassette editor.

04.00 WRITE, PRODUCE, DIRECT, AND EDIT A VARIETY OF BROADCAST PROGRAMMING—

The student will be able to:

1. Write, produce, direct, and edit news programs.
2. Write, produce, direct, and edit editorials.
3. Write, produce, direct, and edit feature programs.
4. Write, produce, direct, and edit interview programs.
5. Write, produce, direct, and edit commercials.

05.00 DEMONSTRATE AN INDEPENDENT LEVEL OF PROFICIENCY IN ONE OR MORE AREAS OF BROADCAST PRODUCTION—

The student will be able to:

1. Perform at an independent level of proficiency in area(s) of specialization.

06.00 DEMONSTRATE AN ABILITY TO SPECIALIZE IN ONE OR MORE AREAS OF BROADCAST PRODUCTION—

The student will be able to:

1. Survey and select area(s) for specialization in broadcast production.
2. Prepare for an internship in a specific area of broadcasting.

07.00 DEMONSTRATE COMPUTER OPERATIONS IN BROADCAST PRODUCTION—
The student will be able to:

1. Utilize computer manipulation of digital equipment and processing digital signal.

08.00 PARTICIPATE IN AN OCCUPATIONAL INTERNSHIP OR CAREER EXPERIENCE—
The student will be able to:

1. Understand the requirements and obligations for Internship or other on-the-job experience.
2. Complete all research and background on the business identified for the work experience to prepare for the job.
3. Submit the job application and your resume to the appropriate personnel.
4. Obtain all relevant information on personnel who will be responsible for working with you on the job site, and provide them needed personal information and background.
5. Maintain a daily log of activities and job assignments during the job experience.
6. Provide appropriate personal comments and letters of appreciation to the business and education partners who assisted you in the job assignment.

JOURNALISM TECHNOLOGY CURRICULUM SEQUENCE

JOURNALISM TECHNOLOGY TASK LIST

JOURNALISM A TI0710

1. Understand the dynamics of communication; how creative thinking pays off in the world of communication.
2. Demonstrate an understanding of the history of American journalism
3. Demonstrate an understanding of the First Amendment freedom and responsibility of the press
4. Practice and apply interviewing skills
5. Understand News: What it is and how to gather it

JOURNALISM B TI0711

1. Demonstrate copy editing, learning style and editing skills
2. Write news leads and articles; utilize the inverted pyramid technique
3. Write Opinion pieces: columns, reviews and editorials
4. Write feature articles
5. Write sports articles
6. Understand and apply the skill of headline writing
7. Demonstrate skills in layout and design
8. Understand and apply skills used in photojournalism
9. Understand and apply skills used in advertising
10. Understand and apply skills used newspaper production
11. Understand and apply skills used in yearbook production
12. Explore journalism careers

JOURNALISM PRODUCTION-YEARBOOK TI0712

1. Define the role of the staff member accepting the legal, moral and ethical responsibilities inherent in a free press.
2. Identify, master and practice the skills necessary in financing the yearbook.
3. Identify, master and practice the skills necessary in conceptualizing the yearbook.
4. Identify, master and practice the skills necessary in reporting and writing for the yearbook
5. Identify, master and practice the skills necessary in writing and designing headlines for the yearbook.
6. Identify, master and practice the skills necessary in writing and designing captions for the yearbook.
7. Identify, master and practice the skills necessary in planning and producing photographs for the yearbook.
8. Identify, master and practice the skills necessary in designing the yearbook.
9. Identify, master and practice the skills necessary in preparing the yearbook for the printer.

JOURNALISM PRODUCTION-NEWSPAPER TI0713

1. Define the role and the responsibility of the media to their audience exploring the history as well as the contemporary state of the press including legal, moral and ethical considerations.
2. Identify the need for policy guidelines analyzing audience and function focusing on how that same policy making process applies to students publications.
3. Identify, practice and master the skills necessary for complete coverage of activities, events, issues, and individuals associated with school publications.
4. Define, identify and analyze newsworthiness.
5. Identify, master and practice skills necessary for basic reporting through information gathering.
6. Identify, practice and master basic journalistic writing including format.
7. Identify, practice and master the skills involving style, proofreading and copy editing.
8. Identify, differentiate, practice and master the types of news, editorials/opinions, features, and sports stories.
9. Identify, practice and master the placement of material within appropriate sections of a publication learning how to determine, design and produce a format for the publication integrating departmentalization.
10. Identify, practice, and master the skills necessary for writing and designing headlines.
11. Identify, practice and master the skills necessary for writing and designing captions.
12. Identify, practice and master the skills necessary in planning and producing, and integrating photographs and artwork into a publication.
13. Identify, practice and master the basic concepts of design.
14. Identify, practice and master the skills of desktop publishing as they relate to word processing, editing and typesetting as well as creating graphics and designing camera-ready mechanicals.
15. Identify, practice and master the skills necessary for preparing the newspaper for the printer.
16. Identify, practice and master the skills necessary to finance a publication through advertising and merchandizing.

PHOTOJOURNALISM TI0714

1. Identify types and uses of cameras with emphasis on the 35mm SLR.
2. Understand principles of film and exposure.
3. Understand principles of lighting.
4. Understand principles of composition, timing and seeing photos.
5. Identify types and uses of lenses, including their effects on composition.
6. Demonstrate principles of developing and push processing film
7. Demonstrate the principles of printing, including filters, dodging, burning in, and contact making.
8. Understand and utilize the photo essay approach.
9. Shoot and produce a photo for the printed page.
10. Understand the principles of photo law.
11. Explore photojournalism as a career.

BROADCAST JOURNALISM TI0715

1. Plan a set for television production
2. Perform lighting activities for a planned production
3. Demonstrate correct use of basic equipment used in television production
4. Develop the story idea for broadcast
5. Plan the story for broadcast
6. Produce the story for broadcast
7. Script the broadcast story
8. Write the web story

JOURNALISM TECHNOLOGY CURRICULUM GUIDE

JOURNALISM TECHNOLOGY A TI0710

01.00 UNDERSTAND THE DYNAMICS OF COMMUNICATION; HOW CREATIVE THINKING PAYS OFF IN THE WORLD OF COMMUNICATION—

The student will be able to:

1. Understand the aspects of intrapersonal communication or how an individual responds to sensory stimuli, communicates within oneself, how past experiences affect us and how communication within ourselves affects who we are.
2. Understand the aspects of interpersonal communication or how we communicate with others. Study the ingredients in communication, function of language, silent languages, feedback and symbols in communication.
3. Understand the characteristics of communication in social groups and how culture influences human communication.
4. Define the role of mass communication media within our society.

02.00 DEMONSTRATE AN UNDERSTANDING OF THE HISTORY OF AMERICAN JOURNALISM—

The student will be able to:

1. Understand the role that the news media has played and now plays in a democratic society.
2. Understand the contributions that magazines, specialized periodicals and books have made to the development of American society.
3. Survey the major events in the development of the American newspaper.
4. Trace the technological advancements that have shaped the evolution of American newspapers from the early stages to the modern years.

03.00 DEMONSTRATE AN UNDERSTANDING OF THE FIRST AMENDMENT
FREEDOM AND RESPONSIBILITY OF THE PRESS—

The student will be able to:

1. Understand the meaning and the limitations on freedom of the press.
2. Understand the various legal restrictions placed on the press in the United States.
3. Develop the sense of responsibility that must accompany the right of a free press.
4. Understand how the theory of the free press has been put into practice.
5. Identify the strengths and weaknesses of the limitations imposed on the media by the government, the business community and the media itself.
6. Understand how to balance coverage and to seek the truth beyond the reporter's own biases.
7. Understand how the First Amendment applies to print and electronic media.
8. Demonstrate knowledge of current and important law cases which have bearing on America's free press.
9. Understand the role of the press in a modern democratic society as watchdog, reporter and commentator on social issues.
10. Understand how press law applies to scholastic journalism.
11. Understand current differing viewpoints of the rights and responsibilities of the scholastic press.
12. Recognize libel according to current legal definition.
13. Recognize obscenity according to current legal definition.
14. Understand why to consider the right of privacy when making decisions for coverage.

04.00 PRACTICE AND APPLY INTERVIEWING SKILLS—

The student will be able to:

1. Demonstrate the basic skills and techniques of interviewing.
2. Develop sound listening and observational skills.
3. Take accurate notes and transcribe information accurately.
4. Gain practical experience through participation in news gathering exercises.
5. Obtain background information prior to an interview.
6. Demonstrate correct interviewing and note taking procedures for telephone and in-person interviews.
7. Explore methods for dealing with reluctant or hostile sources.
8. Recognize sources of news.

05.00 UNDERSTAND NEWS: WHAT IT IS AND HOW TO GATHER IT—

The student will be able to:

1. Understand that there is no single, universally accepted definition of news.
2. Recognize factors that influence news value and how these factors have changed and are still changing.
3. Understand the importance of impact, proximity, timeliness, prominence, uniqueness and conflict in establishing news value.

4. Understand the importance of determining what readers think is important or interesting.
5. Recognize the difference between "hard news" and "soft news."
6. Develop a "nose for news."
7. Determine what reference materials are available for reporters to research an assignment.
8. Recognize news sources.

JOURNALISM TECHNOLOGY B TI0711

06.00 DEMONSTRATE COPY EDITING, LEARNING STYLE AND EDITING SKILLS— The student will be able to:

1. Use standard copy reading symbols for correcting articles.
2. Identify and correct style mistakes in writing.
3. Identify and correct grammatical and spelling mistakes in writing.
4. Improve writing by identifying and correcting redundancy and "clutter words."

07.00 WRITE NEWS LEADS AND ARTICLES; UTILIZE THE INVERTED PYRAMID TECHNIQUE— The student will be able to:

1. Practice and apply, the who, what, why, when and how lead.
2. Write summary and feature leads.
3. Use grammatical forms to vary leads.
4. Write news articles utilizing the basic outline, the inverted pyramid and to understand the reasons for its use.
5. Understand news writing style, including news briefs and straight news, as well as in-depth presentations, and apply it to practical exercises.
6. Write articles containing precise and clear wording, including strong verbs, vivid modifiers and fresh or creative figures of speech when appropriate.
7. Write articles using transitional words and phrases within and between paragraphs.
8. Write in the third person in all news writing except editorials, reviews and specified feature stories.
9. Use direct quotes correctly and appropriately.
10. Write brief paragraphs appropriate for specific journalistic genre.
11. Paraphrase oral and written material with suitable attribution.
12. Write news articles following a consistent style (suggest using Associated Press style).
13. Write news articles that are free of author opinion and are well-balanced reports.
14. Construct paragraphs that develop and support the story's main ideas with facts, examples, reasons, descriptions, incidents and quotations.
15. Organize paragraphs into a logical sequence so that the central idea of the piece is presented clearly.
16. Understand the importance of attribution of information.

08.00 WRITE OPINION PIECES: COLUMNS, REVIEWS AND EDITORIALS—

The student will be able to:

1. Identify the types and purposes of articles of opinion.
2. Plan, research and organize an editorial topic into a well-written composition stressing the similarity of standard essay writing skills.
3. Structure an editorial into its major parts - introduction, body, conclusion.
4. Compare and contrast the differences among articles to inform, to entertain and to state an opinion.
5. Distinguish editorials from other opinion articles and to understand their importance.
6. Realize that editorials reflect the opinion of the publication and are not bylined.
7. Write editorials that differ in purpose - to interpret, to criticize, to persuade, to praise.
8. Write editorials that are short, to the point, based on news pegs and contain supportive material.
9. Write editorials using techniques such as argument and refutation, argument and directive, cause and effect and comparison and contrast.
10. Employ journalistic devices to improve editorial writing, such as examples, anecdotes, parodies, epigrams, analogies, etc.
11. Assess the importance of a letter to the editor column for reader interest, feedback and balance to the newspaper staff.
12. Understand how to present opinion in editorial cartoons and to realize their importance.
13. Write reviews of films, books, plays, etc. that are honest appraisals.

09.00 WRITE FEATURE ARTICLES—

The student will be able to:

1. Understand the special characteristics of feature articles.
2. Gain the ability to conceive, develop and write a feature story.
3. Write feature articles of three basic types - human interest, news feature, personality sketch.
4. Understand that a journalist is a human being first and always, and as such should strive to capture emotions and feelings in his work.
5. Use of sights and sounds reporting that are based on skills of observation and listening.
6. Avoid the use of first person in writing.
7. Strive to place themselves into the place of those being written about to get the complete story.
8. Use various fictional lead and creative writing techniques in feature writing.
9. Write logically organized and developed feature stories with a strong introduction, support and an effective conclusion.
10. Develop a personal style of writing.

10.00 WRITE SPORTS ARTICLES—

The student will be able to:

1. Recognize the similarities and differences between sports writing and regular news articles.
2. Understand how a feature story, an interpretive, an in-depth report, a column, or a commentary can be used to add variety to sports coverage.
3. Understand that all news reporting guidelines, styles and practices apply to the sports writer, including that of no editorializing.
4. Understand that a sports writer is not a cheerleader. Rather, he/she is a reporter, just like any other newswriter.
5. Avoid the overuse of sports jargon and clichés so the articles are readable to everyone.
6. Understand the importance of attribution of information.
7. Understand the importance of colorful and lively writing.
8. Understand that advance or future stories are more effective than reports of past events, in most cases.
9. Cover past events by emphasizing only the highlights and most important items, not play-by-play coverage.
10. Understand the importance of balanced sports coverage in scholastic publications (boys and girls, intramural and interscholastic, "major and minor" sports).

11.00 UNDERSTAND AND APPLY THE SKILL OF HEADLINE WRITING—

The student will be able to:

1. Understand the purposes and functions of headlines in the newspaper.
2. Understand the characteristics of headlines language.
3. Write headlines that are lively, interesting and informative.
4. Write and count headlines using the standard counting system and a headline schedule.
5. Understand the major rules (do's and don'ts) of headline writing.
6. Write and distinguish among news, feature and editorial headlines.
7. Identify and practice basic headline styles (spreads, kickers, hammerheads, tripods, decks, etc.).
8. Recognize a variety of common typefaces.
9. Identify the common point sizes of headlines.

12.00 DEMONSTRATE SKILLS IN LAYOUT AND DESIGN—

The student will be able to:

1. Practice basic design principles and their elements.
2. Recognize the different types and styles of layouts and the functions each serve.
3. Understand how design has changed in the last 100 years.
4. Utilize the modular and columnar approach to design.
5. Understand the importance of art (line art, photographs) to design.
6. Use special techniques (screens, information graphics, rule lines, color, etc.) to enhance the appearance of a publication.
7. Understand the importance of consistency of design throughout the publication.

8. Understand the importance of designing for a specific content.
9. Demonstrate knowledge of current design trends.

13.00 UNDERSTAND AND APPLY SKILLS USED IN PHOTOJOURNALISM—

The student will be able to:

1. Understand that photographs are a vital means of communication in news publications.
2. Judge the news value of a photograph by analyzing it for sound content, composition and technical qualities.
3. Understand how to use a 35 mm camera.
4. Improve photographic skills with instruction in basic composition technique.
5. Develop black-and-white film or download prints from a digital camera onto a computer.
6. Make a contact sheet in the darkroom and print a black-and-white picture or print a contact sheet using photo manipulation software and produce a print from the computer onto a printer.
7. Properly scan a photo to create the file size needed for final output to a printer.
8. Properly scale and crop a photograph.
9. Write clear, concise, informative and interesting captions.

14.00 UNDERSTAND AND APPLY SKILLS USED IN ADVERTISING—

The student will be able to:

1. Understand the important role advertising plays in the production of newspapers and magazines.
2. Recognize the various types of advertisements and understand their functions.
3. Practice the elements involved in designing an effective advertisement.
4. Plan and mount an effective advertising sales campaign for the school newspaper or yearbook.
5. Explain how a publication's rate structure is established.
6. Demonstrate proper placement of advertisements in news publications.
7. Understand the legalities involved in advertising (right to privacy, truth in advertising, etc.).

15.00 UNDERSTAND AND APPLY SKILLS USED IN NEWSPAPER PRODUCTION—

The student will be able to:

1. Demonstrate practical experience in planning content for a news publication, reporting, news writing, editing, typesetting, photography, layout and design, etc.
2. Understand the time and effort necessary to produce a news publication.
3. Develop skills necessary to lead others in a concerted effort toward a common goal - production of a news publication.
4. Develop the social skills necessary to work effectively as part of a joint effort.
5. Develop time management and other organizational skills.

16.00 UNDERSTAND AND APPLY SKILLS USED IN YEARBOOK PRODUCTION—

The student will be able to:

1. Understand the purpose of a school yearbook and how this purpose must reveal itself in the actual book.
2. Develop an ability to understand the responsibilities and requirements of editorial positions.
3. Develop an ability to work together.
4. Develop skill in planning and executing page layouts.
5. Develop skill in writing, editing, rewriting, headlines, body copy and captions.
6. Develop skill in selecting pictures that are technically sound.
7. Develop content that reflects the selected theme.

17.00 EXPLORE JOURNALISM CAREERS—

The student will be able to:

1. Understand the wide range of careers available to the person trained in journalism.
2. Identify the characteristics of those suited for careers in journalism or related fields.
3. Plan for schooling or training for a career in journalism.

JOURNALISM PRODUCTION-YEARBOOK TI0712

01.00 DEFINE THE POTENTIAL ROLE OF THE STAFF MEMBER ACCEPTING THE LEGAL, MORAL AND ETHICAL RESPONSIBILITIES INHERENT IN A FREE STUDENT PRESS—

The student will be able to:

1. Understand the responsibility of producing a student publication recognizing obligations to provide readers with the most accurate, complete reporting through the study of ethics and the history of the press including freedom of the press.
2. Recognize the need to cooperate with others and will collectively identify those tasks that must be accomplished to complete the yearbook project including concepts, reporting, design and production procedures.

02.00 IDENTIFY, MASTER AND PRACTICE THE SKILLS NECESSARY IN FINANCING THE YEARBOOK—

The student will be able to:

1. Understand the financial commitment and obligation of the staff member.
2. Given a set of bid specifications, identify the cost factors involved with the production of the yearbook.
3. Plan a basic advertising campaign and a book sales campaign, which will finance the yearbook as defined in the specifications.
4. Develop the advertising and book sales campaigns to ensure a secure financial plan including pre-sales campaigns, actual transactions, and all follow-up business procedures including receipts, billing, posting of records, and distribution.

5. Identify and adhere to the legalities in advertising, i.e. right to privacy, truth in advertising.

03.00 IDENTIFY, MASTER AND PRACTICE SKILLS NECESSARY IN
CONCEPTUALIZING THE YEARBOOK—

The student will be able to:

1. Explore the conceptual philosophy of the yearbook understanding its function as an historical record and as a memory book.
2. Master an understanding of the contribution of thematic development to the coverage of the year in the book.
3. Master an understanding of the contribution of a systematic, sectional approach to the coverage of the year in the book.
4. Identify the role of student life, academics, organizations, sports, and the individual sections of the book.
5. Identify the basic elements utilized in recording the year including copy and photographs.

04.00 IDENTIFY, MASTER AND PRACTICE THE SKILLS NECESSARY IN REPORTING
AND WRITING FOR THE YEARBOOK—

The student will be able to:

1. Identify the three basic types of copy including the body copy, headlines and captions.
2. Recognize the importance of body copy as one of the unifying elements of the spread.
3. Master information gathering approaches of sound listening and observational skills and will recognize the importance of interviewing.
4. Understand guidelines for interviewing, accurate note taking and subsequent incorporation of material into body copy.
5. Master the identification and use of meaningful direct quotes, partial quotes, paraphrased material and effective background research.
6. Identify the types of leads according to content as well as structure.
7. Master the basic feature style of writing utilizing a quote-transition format and explore alternative writing styles for the yearbook.
8. Master self editing and proofreading skills for copy enhancement and preparation for production including copy fitting.
9. Identify and avoid the practice of editorializing and the use of jargon and clichés in body copy.

05.00 IDENTIFY, MASTER AND PRACTICE SKILLS NECESSARY IN WRITING
HEADLINES FOR THE YEARBOOK—

The student will be able to:

1. Identify the function and format of headlines including both writing and design skills.
2. Identify the four basic ways in which headlines can be written and presented.
3. Master writing headlines which fit the four basic patterns and allotted space.

4. Master editing and proofreading skills for headline enhancement and preparation for production.
5. Identify and incorporate in design a variety of common typefaces.

06.00 IDENTIFY, MASTER AND PRACTICE SKILLS NECESSARY IN WRITING CAPTIONS FOR PHOTOGRAPHS IN THE YEARBOOK—

The student will be able to:

1. Recognize the importance of the caption in fully developing the story concept of the photograph.
2. Master information gathering techniques essential to getting specific details of the photograph.
3. Identify the content and structural approaches to caption writing as well as other grammatical considerations.
4. Master the writing and design of the caption lead-in.

07.00 IDENTIFY, MASTER AND PRACTICE THE SKILLS NECESSARY IN PLANNING AND PRODUCING PHOTOGRAPHS FOR THE YEARBOOK—

The student will be able to:

1. Recognize the importance of planning a systematic approach to photographic coverage.
2. Identify those ways in which photographs can be incorporated into the yearbook to have the most storytelling impact.
3. Master basic camera handling and shooting procedures to enable him/her to take photographs when necessary.
4. Understand focus, contrast and composition guidelines in order to produce acceptable quality prints.
5. Master photo editing skills whether in the darkroom and/or with digital files on a computer, including cropping, proportioning procedures, and color/contrast correction.
6. Master developing and printing techniques for black and white film and/or scanning and shooting techniques with a digital equipment to produce the correct file size and type for use at the printing plant.
7. Recognize the importance of responsibility in using valuable school photography equipment, wise usage of school photo supplies and the benefit of a clean photo work area.

08.00 IDENTIFY, MASTER AND PRACTICE SKILLS NECESSARY IN DESIGNING THE YEARBOOK—

The student will be able to:

1. Recognize the importance of presenting content in a logical manner to give material a planned look.
2. Master the basic essentials of effective design including adequate and consistent internal and external margins, dominance, spread linkage and the incorporation of all the primary elements.
3. Recognize the function of graphic enhancement and will master the techniques that can be used to unify or separate content.

09.00 IDENTIFY, MASTER AND PRACTICE SKILLS NECESSARY IN PREPARING THE YEARBOOK FOR THE PRINTER—

The student will be able to:

1. Master the terminology associated with the production of the yearbook in printer's terms.
2. Identify and master the use of work materials, submission forms and computer programs provided by the printer for use in the production of the yearbook.
3. Enhance communication and problem solving skills by developing a business relationship with printing company=s area representative and the plant representative
4. Participate in the development of the printing contract specifications and final negotiation of cost.
5. Monitor arrival of pages to the plant to make sure that all deadlines are being met throughout the year.
6. Critique the publication after printing, problem solve any situations with the printer and negotiate pricing if problems were attributable to the printer.
7. Understand the commitment and obligation the staff member has to maintain financial stability of the publication.

JOURNALISM PRODUCTION-NEWSPAPER TI0713

01.00 DEFINE THE ROLES AND RESPONSIBILITIES OF CONTEMPORARY MEDIA TO ITS AUDIENCE EXPLORING BOTH THE HISTORY AS WELL AS THE CURRENT STATE OF THE PRINT AND BROADCAST MEDIA—

The student will be able to:

1. Explore the contributions of journalism and the press to the development of media as it relates to contemporary American society through a concise history with a special emphasis on freedom of speech as it relates to each level of the press.
2. Analyze the different forms of the media and will how each affects the daily lives of Americans tracing the evolution of each and projecting current and future trends.

02.00 IDENTIFY THE NEED FOR POLICY GUIDELINES ANALYZING AUDIENCE AND FUNCTION FOCUSING ON HOW THAT SAME POLICY MAKING PROCESS APPLIES TO STUDENT PUBLICATIONS—

The student will be able to:

1. Understand the rationale for basic rules and regulations from which to guide a publication morally, legally and ethically.
2. Define primary and secondary audiences for a variety of different publications and broadcasts, analyzing the function of each as it relates to the targeted audiences.
3. Adapt professional policy guidelines to student publications explaining how they apply to the student press.

03.00 IDENTIFY, PRACTICE AND MASTER THE SKILLS NECESSARY FOR COMPLETE COVERAGE OF ACTIVITIES, EVENTS, ISSUES, AND INDIVIDUALS ASSOCIATED WITH SCHOOL PUBLICATIONS—

The student will be able to:

1. Develop a systematic approach to campus coverage through the development of the beat system as well as guidelines for actual incorporation of the system.
2. Identify the four basic types of coverage and will be able to evaluate material to decide which type of story best presents that content. (Specific guidelines of news, feature, editorial/opinion, and sports stories will establish the criteria for evaluation.)

04.00 DEFINE, IDENTIFY AND ANALYZE NEWSWORTHINESS OF MATERIAL—

The student will be able to:

1. Master the concepts of prominence, closeness, timeliness, human interest and consequence.
2. Determine the newsworthiness of a coverage idea by establishing its value by the five news values.

05.00 IDENTIFY, MASTER AND PRACTICE THE SKILLS NECESSARY FOR BASIC REPORTING THROUGH INFORMATION GATHERING—

The student will be able to:

1. Master information gathering approaches including background research, polls and surveys, and one-on-one interviewing focusing on the importance of one-on-one interviewing as the major sources of information.
2. Understand the guidelines for the collection of all information and subsequent incorporation of that material into copy.

06.00 IDENTIFY, PRACTICE AND MASTER BASIC JOURNALISTIC WRITING INCLUDING FORMAT—

The student will be able to:

1. Identify the three basic types of copy including stories, headlines and captions.
2. Recognize the importance of stories as the major contributor to the communication process in printed publications.
3. Master the recognition and effective use of meaningful direct quotes, partial quotes, paraphrasing, and effective background information.
4. Master the basic, quote-transition formula of writing.
5. Identify the types of leads according to both structure and content and will be able to choose the best form of lead for content.

07.00 IDENTIFY, PRACTICE AND MASTER THE SKILLS INVOLVING STYLE, PROOFREADING AND COPY EDITING—

The student will be able to:

1. Master editing and proofreading skills for copy enhancement and preparation for production including mark-up for the typesetter.

08.00 IDENTIFY, DIFFERENTIATE, PRACTICE AND MASTER THE TYPES OF NEWS, EDITORIALS/OPINIONS, FEATURES AND SPORTS STORIES—

The student will be able to:

1. Differentiate between news, features, editorials/opinions and sports stories, learning the specific requirements of each.
2. Distinguish between the types of news, features, editorial/opinion and sports stories and will practice and master the styles associated with each.

09.00 IDENTIFY, PRACTICE AND MASTER THE PLACEMENT OF MATERIAL WITHIN APPROPRIATE SECTIONS OF A PUBLICATION LEARNING HOW TO DETERMINE, DESIGN AND PRODUCE A FORMAT FOR THE PUBLICATION INTEGRATING DEPARTMENTALIZATION—

The student will be able to:

1. Explore the possible formats for the newspaper including broadsheet, tabloid and mini-tabloid.
2. Create a personality for the format through the development and design of a nameplate, folio/folio tabs, standing headlines and other essential elements as deemed appropriate.

10.00 IDENTIFY, PRACTICE AND MASTER THE SKILLS NECESSARY FOR WRITING AND DESIGNING HEADLINES—

The student will be able to:

1. Identify the function and format of headlines including both writing and design skills.
2. Identify the four basic ways in which headlines can be written and presented using primary and secondary elements.
3. Master writing headlines that will fit in four basic patterns and allotted space.
4. Master the editing and proofreading skills for headline enhancement and preparation for submission to the typesetter.

11.00 IDENTIFY, PRACTICE AND MASTER THE SKILLS NECESSARY FOR WRITING AND DESIGNING CAPTIONS—

The student will be able to:

1. Recognize the importance of the caption in fully developing the story concept of the photograph.
2. Master information gathering techniques essential to getting the specific details of the photograph.
3. Identify the content and structural approaches to caption writing as well as other grammatical and style considerations.
4. Master the writing and design of the caption lead-in.

12.00 IDENTIFY, PRACTICE AND MASTER THE SKILLS NECESSARY IN PLANNING AND PRODUCING AND INTEGRATING PHOTOGRAPHS AND ARTWORK INTO A PUBLICATION—

The student will be able to:

1. Recognize the importance of planning a systematic approach to artwork and photographic coverage.
2. Identify those ways in which artwork and photographs can be incorporated into the newspaper both as illustrations as well as stories in themselves.
3. Master the basic camera handling and shooting procedures to enable him/her to take photographs when necessary.
4. Understand focus, contrast and composition guidelines in order to produce acceptable quality prints.
5. Master photo editing skills including cropping and proportioning.

13.00 IDENTIFY, PRACTICE AND MASTER THE BASIC CONCEPTS OF DESIGN—

The student will be able to:

1. Recognize the importance of presenting material in a logical physical appearance so the reader can logically consider each element with regards to importance.
2. Master the basic essentials of effective design including consistent external and internal margins, columnar considerations, center of visual impact, and the incorporations of all the primary elements including deadlines, copy, photographs/artwork, and captions.
3. Recognize the role of graphic enhancement and will master the techniques that can be used to unify or separate content.

14.00 IDENTIFY, PRACTICE AND MASTER THE SKILLS OF DESKTOP PUBLISHING (DTP) AS THEY RELATE TO WORD PROCESSING, EDITING AND TYPESETTING AS WELL AS CREATING GRAPHICS AND DESIGNING CAMERA-READY MECHANICALS—

The student will be able to:

1. Master the theory of using a desktop publishing system to prepare camera-ready mechanicals for the printer.
2. Practice and master inputting, editing and typesetting material using a word processing software program on the DTP system.
3. Practice and master the creation of graphic strategies as well as complete pagination of material including full pages for camera-ready submission to the printer.

15.00 IDENTIFY, PRACTICE AND MASTER THE SKILLS NECESSARY FOR PREPARING THE NEWSPAPER FOR THE PRINTER—

The student will be able to:

1. Master the terminology necessary to effectively communicate with the typesetter and the printer.
2. Identify and master the use of work materials provided by the printer for use in the production of the newspaper.
3. Enhance communication and problem solving skills by developing a business relationship with printing company's area representative.
4. Participate in the development of the printing contract specifications and final negotiation of cost.
5. Monitor arrival of pages to the plant.
6. Critique the publication after printing, problem solve any situations with the printer and negotiate pricing if problems were attributable to the printer.

16.00 IDENTIFY, PRACTICE AND MASTER THE SKILLS NECESSARY TO FINANCE A PUBLICATION THROUGH ADVERTISING AND MERCHANDIZING—

The student will be able to:

1. Understand the commitment and obligation the staff member has to maintain financial stability of the publication.
2. Prepare a budget for the newspaper based on the format and subsequent cost factors.
3. Develop the advertising campaign to finance the publication and to ensure a financial plan which will support the newspaper including transactions of receipts, billing, posting of records and distribution.
4. Design audience-oriented advertising which promotes the business in a professional manner, yet in a way which has student/customer appeal.

PHOTOJOURNALISM TI0714

01.00 IDENTIFY TYPES AND USES OF CAMERAS WITH EMPHASIS ON THE 35MM SLR—

The student will be able to:

1. Explore various kinds of cameras, including the pin hole, box, view, twin lens reflex, and single lens reflex.
2. Explore all camera and lens parts and attain a working vocabulary. (Shutter speed knob, shutter release, advance, frame counter, rewind knob, rewind button, ASA setting, hot shoe, self timer, focus ring, f/stop ring, distance scale, etc.)
3. Understand the advantages of camera type.
4. Find applications for any camera in the every day school and student life.
5. Understand the ultimate advantage of the 35mm SLR with interchangeable lenses in the fast-paced world of photojournalism.

02.00 UNDERSTAND PRINCIPLES OF FILM AND EXPOSURE—

The student will be able to:

1. Understand the parts of black and white film (protective coating, emulsion base, anti-halation backing) and what each does.
2. Understand film speed (ASA, ISO rating) and the types of films available.
3. Explore the relationship between film speed and grain, sharpness, color sensitivity, and the application of films to particular shooting situations (low light, sports, daylight).
4. Understand and utilize the basic factors of exposure: film speed, light, f/stop, and shutter speed.
5. Demonstrate reciprocity: how any shutter speed/f/stop combination can be calculated to give many reciprocal exposures as well.
6. Demonstrate how to take meter readings up close to their subjects (like a hand-held meter) or to meter off their hands in the same quality of light as their subject.
7. Demonstrate how to bracket their exposures, taking a second exposure at one f/stop and third exposure at one f/stop below the original exposure.
8. Demonstrate the effect of shutter speed on sharpness, motion, etc.
9. Demonstrate the effect of f/stops on depth of field.
10. Show the effects on depth of field by changing lenses and distances.
11. Experiment with f/stop and shutter speed as creative controls to tell a story or capture an image in a variety of ways.

03.00 UNDERSTAND PRINCIPLES OF LIGHTING—

The student will be able to:

1. Control lighting for effect.
2. Evaluate lighting to determine film speed needed for best results.
3. Demonstrate when available light will need a boost from a flash or reflector used as a fill in.
4. Demonstrate the effects of various types of lighting (hard, soft, back) on image contrast.

04.00 UNDERSTAND PRINCIPLES OF COMPOSITION, TIMING AND SEEING PHOTOS—

The student will be able to:

1. Pre-visualize the image to fulfill the assignment and learn that pictures should tell a story or establish a mood or an idea.
2. Use various compositional approaches (framing, rule of thirds, leading lines, balance, and simplicity) to aid in the journalistic task of telling a story or conveying an idea or mood.
3. Check the edges of the frame and the background before shooting.
4. Give each photo one center of interest, to simplify the image to play up one dominate idea, mood or subject; to include in the image only what contributes to the story, mood or idea.
5. Identify the precise moment or the peak action of any shooting situation. (ex. with an SLR camera if the photographers see the image they wanted, then they MISSED IT because of not identifying the moment)
6. Look for and anticipate the use of tone, line, shape, and texture as not only artistic compositional devices, but as means of communicating the story, mood, idea to the viewer.

05.00 IDENTIFY TYPES AND USES OF LENSES, INCLUDING THEIR EFFECTS ON COMPOSITION—

The student will be able to:

1. Evaluate lenses and their uses by their focal length and maximum available aperture.
2. Explore the effect of wide angle, normal and telephoto lenses on various subjects.
3. Demonstrate the uses of all types of lenses for particular shooting situations - classroom, portrait, sports, etc.
4. Demonstrate the effects of wide-angle, normal and telephoto lenses on depth of field and perspective.
5. Understand the relationship between focal length and shutter speed for hand-held photography (200mm = 1/250 for steadiness).
6. Demonstrate the uses of filters for lens protection, tonal control and special effects.
7. Demonstrate lens care for maximum life of the lens and image quality.

06.00 DEMONSTRATE PRINCIPLES OF DEVELOPING AND PUSH PROCESSING—

The student will be able to:

1. Understand the need for accuracy in developing to attain maximum results.
2. Mix chemicals accurately.
3. Load film on reels.
4. Describe the basic types of chemicals that can or should be used for a particular film or situation. (For example: developing - Kodak D-6 or T-Max developer; developing for pushed film - T-Max, Acufine, Perfection XR-1; fixing-Kodak fixer or Rapid Fix; hypo clearing agent - Hustler).

5. Demonstrate the steps for processing film: pre-soak, develop, running water stop bath, fix hypo clear, wash, photo flo, squeegee, dry.
6. Understand the importance of proper agitation and accurate temperature checks of chemicals for maximum results.
7. Understand the importance of temperature consistency to avoid reticulation (cracking of film) or push processing to keep grain to a minimum.
8. Demonstrate proper film handling to avoid scratches and how to handle scratches as they occur.
9. Understand the chemistry and steps to take when pushing film especially from ASA 400 to i.e. 800 or 1600.

07.00 DEMONSTRATE THE PRINCIPLES OF PRINTING, INCLUDING FILTERS, DODGING, BURNING IN, AND CONTACT MAKING—

The student will be able to:

1. Demonstrate a basic understanding of printing paper (Kodak Polycontrast RC and Ilford Multigrade, in particular), and the process of turning the negative image back into the original scene.
2. Identify the parts of the enlarger and other darkroom equipment: lamp housing, condenser housing, bellows, focus knob, vertical hold, lens, filter carrier, base board, easel, timer, multigrade or polycontrast filters, safelights, dodging tools, projection print scale, contact printer, paper safe, etc.
3. Demonstrate the process of enlarging, including such controls as the use of contrast filter, cropping, dodging and burning in.
4. Demonstrate the chemical processing of printing paper to ensure proper tonal values, image quality and image permanence.
5. Care for and clean negatives to ensure a dust- and lint-free print.
6. Demonstrate the techniques of contact-print making.

08.00 UNDERSTAND AND UTILIZE THE PHOTO ESSAY APPROACH—

The student will be able to:

1. Identify an overall ESTABLISHING SHOT for any assignment, usually from a slightly higher angle. (Look for MEDIUM RANGE SHOTS which will focus on one detail or action in the story or one step in the process being shot. Move in close and find dramatic CLOSE-UP shots to help tell the whole story.)
2. Use a variety of angles, lenses and distances in exploring not only the subject matter of a photo essay, but any shooting assignment.
3. Demonstrate a thorough exploration of the subject and an application of the photo essay principles.

09.00 SHOOT AND PRODUCE A PHOTO FOR THE PRINTED PAGE—

The student will be able to:

1. Demonstrate the necessity of shooting a variety of horizontal and vertical shots for any assignment in order to make picture selection easier.
2. Understand how yearbook gutters divide two pages of a spread and how to deal with that photographically (i.e. do not trap action in the gutter).
3. Explain why pictures need to face into the page and not lead action off the page.
4. Understand external bleeds and even internal margins.
5. Describe how headlines and dominant photos can work to give impact to the page or spread.
6. Protect the integrity of their images and not allow changes or manipulations to the photo that would destroy the truth of the photo.

10.00 UNDERSTAND THE PRINCIPLES OF PHOTO LAW—

The student will be able to:

1. Understand libel, privacy, copyright, courtrooms, money and other limitations to their shooting.
2. Understand the legal parameters of what can be construed as news and their rights in shooting news events without limitation.
3. Understand the safety measures that need to be taken during a photo shoot (i.e. shooting a street scene to go along with a story on student walkers might present some traffic and safety programs for the photographer).
4. Use model release forms whenever they are shooting non-news events, especially of a controversial nature.
5. Write quality cutlines not only to enhance the story told in the photo, but also to protect the photographer legally should that cutline be changed later by an editor into something found libelous.
6. Utilize cutlines that have full identification of people in the photos and are written in present tense.
7. Understand that, for the purpose of honesty, no set-up shots will be construed as the actual event without the photo credit reading, "A photo illustration by _____."

11.00 EXPLORE PHOTOJOURNALISM AS A CAREER—

The student will be able to:

1. Investigate possible jobs in the field of photojournalism: newspaper, magazine, public relations, company publications, etc.
2. Investigate colleges and universities where a photojournalism sequence is offered.
3. Communicate with professional photojournalists who can share their knowledge and experience.

BROADCAST JOURNALISM TI0715

01.00 PLAN A SET FOR TELEVISION PRODUCTION—

The student will be able to:

1. Prepare television set for a planned production.
2. Draw and design a set plan to scale.
3. Select and arrange stage props.
4. Utilize hand tools to construct scene components.
5. Inspect and repair scenery as needed.

02.00 PERFORM LIGHTING ACTIVITIES FOR A PLANNED PRODUCTION—

The student will be able to:

1. Describe type of lighting fixtures.
2. Identify parts of lighting fixtures.
3. Perform special effects lighting.
4. Set up appropriate lighting for a production.
5. Describe functions of master lighting panel and dimmer board.
6. Analyze lighting needs for production.

03.00 DEMONSTRATE CORRECT USE OF BASIC EQUIPMENT USED IN TELEVISION PRODUCTION—

The student will be able to:

1. Load, record and play a videotape.
2. Demonstrate the steps necessary to setup, turn on and operate a camera.
3. Demonstrate picture composition.
4. Identify, select and demonstrate use of an appropriate microphone.
5. Identify the qualities of a good audio track.
6. Demonstrate basic television lighting.
7. Explain the care, storage and use of television hardware and software.

04.00 DEVELOP THE STORY IDEA FOR BROADCAST—

The student will be able to:

1. Identify the steps in news production.
2. Identify the features of broadcast and Internet news.
3. Identify the four types of news stories; feature, hard news, news sidebar, issue.
4. Determine newsworthiness of topics of interest.
5. Pitch a newsworthy story.

05.00 PLAN THE STORY FOR BROADCAST—

The student will be able to:

1. Recognize and assess the quality and usefulness of primary and secondary sources.
2. Identify and apply note taking skills.
3. Plan and conduct an interview using the proper steps and techniques.
4. Identify and apply the proper methods for documenting sources and information.
5. Evaluate stories with respect to the guidelines provided in the Society of Professional Journalists Code of Ethics.

06.00 PRODUCE THE STORY FOR BROADCAST—

The student will be able to:

1. Explain the roles and responsibilities of a field production team.
2. Identify and know how to use field production equipment.
3. Recognize different videotape formats.
4. Explain the importance of sound and key factors in achieving quality sound.
5. Identify and use different types of lighting.
6. Identify and apply the components that make up a package.
7. Explain the importance of B-roll.
8. Demonstrate the compositions and movements of shots.
9. Create a shot sheet.
10. Plan and conduct a field production.

07.00 SCRIPT THE BROADCAST STORY—

The student will be able to:

1. Identify and apply the steps to scripting a story.
2. Identify and apply the procedures for editing a story.
3. Identify and apply the criteria for assessing a story.

08.00 WRITE THE WEB STORY—

The student will be able to:

1. Compare news stories delivered on the Web with those delivered through newspaper and broadcast formats.
2. Write a lead for a feature story.
3. Identify and apply the principles of writing a Web story.
4. Identify and apply the criteria for assessing the quality of a Web story.
5. Identify and apply interactive elements in a Web story.
6. Write a blurb for a video story.

GRAPHICS COMMUNICATIONS CURRICULUM SEQUENCE

GRAPHICS COMMUNICATIONS TASK LIST

1. Demonstrate an understanding of safety and first aid practices
2. Demonstrate an understanding of graphic communications and processes
3. Demonstrate proficiency in art and copy preparations
4. Demonstrate proficiency in using image manipulation programs
5. Demonstrate appropriate communication skills
6. Demonstrate appropriate math skills
7. Demonstrate proficiency in basic electronic imaging competencies
8. Demonstrate proficiency in the use of type and typography
9. Demonstrate proficiency in using page layout operations
10. Demonstrate an understanding of vector based graphics programs
11. Demonstrate proficiency in electronic pre-press operations
12. Demonstrate proficiency in making and using files in the portable document format
13. Demonstrate an understanding of color principles as applied to the preparation, production, evaluation and correction of color printing
14. Demonstrate an understanding of art and applied art
15. Demonstrate employability skills
16. Participate in an occupational internship or career experience

GRAPHICS COMMUNICATIONS CURRICULUM GUIDE

01.00 DEMONSTRATE AN UNDERSTANDING OF SAFETY AND FIRST AID PRACTICES—

The student will be able to:

1. Discuss the importance of the Material Safety Data Sheets (MSDS).
2. Practice proper safety procedures when operating equipment.
3. Pass a general lab safety test.
4. Demonstrate acceptable employee health habits.
5. Practice approved methods to dispose of waste materials.
6. Read, comprehend and follow instructions on warning labels.
7. Demonstrate industry standard behaviors when working with others.

02.00 DEMONSTRATE AN UNDERSTANDING OF GRAPHIC COMMUNICATIONS AND PROCESSES—

The student will be able to:

1. Define the role of graphics in the free enterprise system.
2. Demonstrate knowledge of copyright laws pertaining to art, applied art, photography, and other related areas.
3. Identify printing markets and types of printing business.
4. Identify the major printing processes and their advantages and disadvantages
5. List the flow of printing product from initial need to a final product.
6. Identify major occupations and responsibilities in graphic design.
7. Explain the electro photographic and ink jet processes used to produce digitally printed material.

03.00 DEMONSTRATE PROFICIENCY IN ART AND COPY PREPARATIONS—

The student will be able to:

1. Prepare comprehensive layouts including a finished working dummy.
2. Employ the use of printers' measurements to compute inches and fractions, points and picas, decimals, percentages, and proportions.
3. Use copy fitting and mark-up procedures to specify type sizes, styles etc.
4. Read and write a job ticket to program and run standard jobs.
5. Demonstrate basic proficiency in the operation of the printer component of digital production printing system.

04.00 DEMONSTRATE PROFICIENCY IN USING IMAGE MANIPULATION PROGRAMS—

The student will be able to:

1. Use a variety of paint/edit/selection tools and special effects filters to manipulate digital images.
2. Identify and apply industry standards and practices in file image compression, storage, and retrieval.
3. Apply image correction and color correction procedures/tools to continuous tone files.
4. Use photo editing software to adjust output requirements into continuous tone files.

05.00 DEMONSTRATE APPROPRIATE COMMUNICATION SKILLS—

The student will be able to:

1. Write logical and understandable statements, or phrases, to accurately fill out forms/invoices commonly used in business and industry.
2. Read and follow written and oral instructions.
3. Answer and ask questions coherently and concisely.
4. Demonstrate appropriate telephone/communication skills.

06.00 DEMONSTRATE APPROPRIATE MATH SKILLS—

The student will be able to:

1. Solve addition, subtraction, multiplication and division of whole numbers.
2. Solve addition, subtraction, multiplication and division of fractions.
3. Solve addition, subtraction, multiplication and division of decimals.
4. Solve fraction to decimal and decimal to fraction conversion problems.
5. Solve decimal to percent and percent to decimal conversion problems.
6. Solve basic ratio and proportion problems.
7. Solve basic linear measurement problems.
8. Solve basic inches to picas and picas to inch conversion problems.
9. Solve inches to points and points to inch conversion problems.

07.00 DEMONSTRATE PROFICIENCY IN BASIC ELECTRONIC IMAGING COMPETENCIES—

The student will be able to:

1. Identify the various kinds of items that can be designed and produced using desktop publishing and digital production printing systems.
2. Demonstrate understanding of PostScript software capabilities.
3. Select appropriate software for word processing, graphics, scanning and page layout.
4. Organize and demonstrate file management for opening, copying, saving and deleting files.

08.00 DEMONSTRATE PROFICIENCY IN THE USE OF TYPE AND TYPOGRAPHY—

The student will be able to:

1. Set-up and use font management software.
2. Identify strategies and software used for font management in desktop publishing.
3. Identify x-height, mean-line, baseline, ascenders, descenders, and their roles in measuring and designing with type.
4. Identify caps, lowercase, uppercase, small caps and ligatures.
5. Define dingbats, bullets, rules, and symbols and their uses in publications.
6. Distinguish between display (headline) type and body (text) type by their point sizes and styles.
7. Identify and define the basic type styles and their uses.
8. Define letter spacing, tracking and kerning of type characters.
9. Define word spacing and the relationship of em and en in paragraph spacing.
10. Define line spacing and explain the measurement principles for the leading of text.
11. Define the type arrangements: flush left, ragged right, flush right, ragged left, centered, justified, and forced justified.
12. Define and demonstrate copy fitting.
13. Demonstrate the comparative typography weaknesses and strengths of word processing software and page layout software.
14. Identify the difference between formatted and unformatted text files.
15. Demonstrate the correct use of paragraph and character style definitions in page layout software applications.

09.00 DEMONSTRATE PROFICIENCY IN USING PAGE LAYOUT OPERATIONS—

The student will be able to:

1. Demonstrate how to markup a copy for production of a printed piece.
2. Log-on/boot-up and print out a page layout program and demonstrate functional knowledge of computer commands/codes/menus/palette for the software in use.
3. Demonstrate text alignment, element positioning and rules of page design for printed matter.
4. Demonstrate a proficiency in conducting basic search operations.
5. Place copy from word processing program to a page layout program according to job specifications.

6. Proofread, edit and make corrections/adjustment to copy on screen.
7. Download fonts.
8. Place graphics, rules, and dingbats from an existing file into a publication.
9. Demonstrate the procedure for cropping graphics electronically.
10. Create a variety of projects that utilize graphics and text for publication, tints, reverses and manipulated type for effect, drop caps for paragraph openings, wraparound (runaround) and graphics, color using electronic spot color separations, windows, blocks, text, graphics, frames and headings.
11. Use electronic dictionary, spell checker, and automatic hyphenation.
12. Set up column grids for electronic page layout according to job specifications.
13. Set up/select appropriate pagination for a given job.
14. Demonstrate the uses of footers and headers.
15. Set text with appropriate margins, formatting, gutters, leading, headings etc.
16. Define and apply multiple master pages to a long document.
17. Merge documents in part or in their entirety.
18. Use paths for type and for image clipping.
19. Modify and redefine page and document specifications.
20. Apply section numbering for long documents.
21. Prepare document index page.
22. Save document as a PostScript file.
23. Determine and set preferences for specific document production requirements.
24. Identify scanner hardware and its basic components and operations.
25. Identify basic scanner software, its uses and limitations.
26. Demonstrate appropriate scanner/program operations for continuous tone copy.
27. Place scanned graphics/photos into existing page layout program.
28. Use a camera for capturing images intended for print reproduction.
29. Clean and prepare prints or slides for final scans.
30. Properly handle customer original art.
31. Calculate needed scan resolution.
32. Demonstrate how to calculate needed percentage of enlargement/reduction.
33. Scan reflection and transmission originals including following customer specifications for cropping, sizing, file formats, and resolution.
34. Acquire files from Photo-CD or CD-ROM disks.
35. Demonstrate the use of Optical Character Recognition (OCR) software to capture text pages and prepare a document for editing in word processing application.
36. Locate and download specified files from the www/Internet.

10.00 DEMONSTRATE AN UNDERSTANDING OF VECTOR BASED GRAPHICS PROGRAMS—

The student will be able to:

1. Log-on/boot-up vector-based graphics program and demonstrate a functional knowledge of commands/codes/menus/tools and procedures for their uses.
2. Draw a design appropriate for a given job using a graphics program.
3. Create a design/logo using tints, fills and paint for a given job using a graphics program.
4. Create a design using manipulated type (rotated, circled, extended, etc.) for a publication.
5. Trace a drawing/photograph using a graphics program.
6. Create a design/publication using electronic clip art.

11.00 DEMONSTRATE PROFICIENCY IN ELECTRONIC PRE-PRESS OPERATIONS—

The student will be able to:

1. Define the application of digital photography in electronic imaging.
2. Demonstrate an understanding of data exchange.
3. Identify and compare digital proofs.
4. Demonstrate an understanding of PostScript.
5. Describe the strengths and weaknesses of TIFF, EPS, PICT, GIF, BMP, PDF, JPEG and in a Postscript environment.
6. Prepare page layout files containing graphic images for remote output.
7. Use a photo manipulation program to perform basic color correction and basic image cloning.
8. Describe the characteristics of PostScript and non-PostScript output devices.
9. Evaluate image (output) quality.
10. Calibrate a desktop color scanner.
11. Calibrate a color monitor.
12. Submit files to and use: servers, spoolers, queues.

12.00 DEMONSTRATE PROFICIENCY IN MAKING AND USING FILES IN THE PORTABLE DOCUMENT FORMAT—

The student will be able to:

1. Define the relationship between PostScript and PDF files.
2. Identify and define the attributes and advantages of a PDF file.
3. Make a PDF file from a PostScript file to meet given production specifications.

13.00 DEMONSTRATE AN UNDERSTANDING OF COLOR PRINCIPLES AS APPLIED TO THE PREPARATION, PRODUCTION, EVALUATION AND CORRECTION OF COLOR PRINTING—

The student will be able to:

1. Describe the concepts of color theory and color temperature.
2. Describe factors affecting the perception and recognition of color.
3. Identify and apply industry standard criteria to the evaluation of color in imaging and publishing.
4. Describe and identify the components and processes of color publishing systems.
5. Evaluate and color correct the quality of color publishing images.
6. Identify and describe models used to specify color.
7. Describe and identify color output devices of digital imaging systems.
8. Evaluate the quality of digital imaging color output devices.
9. Identify and describe the purposes of a Color Management System.

14.00 DEMONSTRATE AN UNDERSTANDING OF ART AND APPLIED ART—

The student will be able to:

1. Demonstrate design and layout techniques used in display, computer foundations, direct mail samples, brochures, publications, storyboards, billboards, packages, posters, advertisements, web pages, animations, and videos.
2. Demonstrate creation of simple, tone, or color illustrations with; pencil, markers, ink wash, airbrush, color pencils, dry media, water based media, oil based media, and technical tools.
3. Demonstrate production of mechanical artwork.
4. Develop work applying elements and principles of design.
5. Evaluate and defend the effectiveness of artwork through discussion or critique.
6. Create 2D or 3D works of design that successfully convey a central thought based on information, ideas, feelings, and memories.
7. Develop and maintain a portfolio.

15.00 DEMONSTRATE EMPLOYABILITY SKILLS—

The student will be able to:

1. Conduct a job search.
2. Secure information about a job.
3. Identify and complete documents that may be required when applying for a job interview.
4. Complete a job application form correctly.
5. Demonstrate competence in job interview techniques.
6. Identify or demonstrate appropriate responses to criticism from employer, supervisor or other employees.
7. Identify acceptable work habits, ethics and behavior.
8. Demonstrate knowledge of how to make job change appropriately.

9. Demonstrate acceptable employee health and safety habits.
10. Exhibit professional conduct (work ethics) in the development of audio and video productions.
11. Understand the concept of entrepreneurship and its use in the broadcasting field.
12. Develop and maintain a video portfolio.

16.00 PARTICIPATE IN AN OCCUPATIONAL INTERNSHIP OR CAREER EXPERIENCE—

The student will be able to:

1. Understand the requirements and obligations for Internship or other on the job experience.
2. Complete all research and background on the business identified for the work experience to prepare for the job.
3. Submit the job application and your resume to the appropriate personnel.
4. Obtain all relevant information on personnel who will be responsible for working with you on the job site, and provide them needed personal information and background.
5. Maintain a daily log of activities and job assignments during the job experience.
6. Provide appropriate personal comments and letters of appreciation to the business and education partners who assisted you in the job assignment.

COMMERCIAL PHOTOGRAPHY CURRICULUM SEQUENCE

COMMERCIAL PHOTOGRAPHY TASK LIST

1. Perform laboratory skills
2. Control exposures
3. Take basic photographs
4. Understand the workings of various format cameras
5. Demonstrate proficiency in using image manipulation programs
6. Finish photographs
7. Understand and utilize various photographic lighting techniques
8. Demonstrate an understanding of color principles as applied to the preparation, production, evaluation, and correction of color printing
9. Take studio photographs
10. Reproduce photographic media
11. Demonstrate appropriate communication skills
12. Demonstrate appropriate math skills
13. Demonstrate appropriate understanding of basic science
14. Demonstrate employability skills
15. Demonstrate an understanding of entrepreneurship
16. Ethics
17. Safety
18. Legal issues
19. Fulfill an internship, a co-op training or similar experience

PHOTOGRAPHY ASSISTANT TASK LIST TI1601

1. Perform laboratory skills
2. Control exposures
3. Take basic photographs
4. Understand the workings of various format cameras
5. Finish photographs
6. Understand and utilize various lighting techniques
7. Reproduce photographic media
8. Demonstrate appropriate communication skills
9. Demonstrate appropriate math skills
10. Demonstrate appropriate understanding of basic science

STUDIO ASSISTANT/TECHNICIAN TASK LIST TI1602

1. Perform laboratory skills
2. Control exposures
3. Understand the workings of various format cameras
4. Demonstrate proficiency in using image manipulation programs
5. Finish photographs
6. Understand and utilize various photographic lighting techniques
7. Demonstrate an understanding of color principles as applied to the preparation, production, evaluation and correction of color printing
8. Take studio photographs
9. Reproduce photographic media

PHOTOGRAPHIC TECHNICIAN TASK LIST TI1603

1. Finish photographs
2. Reproduce photographic media
3. Demonstrate appropriate math skills
4. Demonstrate employability skills
5. Demonstrate an understanding of entrepreneurship
6. Ethics
7. Safety
8. Legal
9. Fulfill an internship, a co-op training or similar experience

COMMERCIAL PHOTOGRAPHY CURRICULUM GUIDE

01.00 PERFORM LABORATORY SKILLS—

The student will be able to:

1. Mix developers and other chemicals.
2. Hand-process film.
3. Process and print photographs.
4. Apply knowledge of darkroom skills in the following areas: dodging and burning, cropping and framing, chemical print manipulation, and enlarger skills.
5. Take care of the darkroom responsibilities, including chemical preparation and cleaning the area.
6. Load a bulk film loader and load a reusable film cartridge.

02.00 CONTROL EXPOSURES—

The student will be able to:

1. Set appropriate f-stops and shutter speeds.
2. Select appropriate film type.
3. Select appropriate photographic paper, filters, etc.
4. Apply photography skills to obtain needed exposure using: shutter speeds and aperture, depth of field, and filter photography.
5. Control exposure on digital cameras.

03.00 TAKE BASIC PHOTOGRAPHS—

The student will be able to:

1. Apply camera care and maintenance principles.
2. Compose photographs demonstrating the elements and principles of design.
3. Apply knowledge and skills of setting up depth-of-field photographs.
4. Take still photographs.
5. Take action photographs.
6. Evaluate and defend the effectiveness of work through discussion and critique.

04.00 UNDERSTAND THE WORKINGS OF VARIOUS FORMAT CAMERAS—

The student will be able to:

1. Understand the 35mm SLR camera.
2. Understand the medium format camera.
3. Understand the large format camera.
4. Understand digital technology as used in photography.
5. Understand digital still and video cameras.

05.00 DEMONSTRATE PROFICIENCY IN USING IMAGE MANIPULATION PROGRAMS—

The student will be able to:

1. Use a variety of paint/edit/selection tools and special effects filters to manipulate digital images.
2. Identify and apply industry standards and practices in file image compression, storage, and retrieval.
3. Apply image correction and color correction procedures/tools to continuous tone files.
4. Use photo editing software to adjust output requirements into continuous tone files.

06.00 FINISH PHOTOGRAPHS—

The student will be able to:

1. Mount photographs.
2. Mat/frame photographs.
3. Spot photographs.
4. Produce a final print portfolio.
5. Demonstrate sequencing and creating an electronic portfolio.
6. Demonstrate an individual imagery style.
7. Mount an exhibition of their work.
8. Produce a resume.

07.00 UNDERSTAND AND UTILIZE VARIOUS PHOTOGRAPHIC LIGHTING TECHNIQUES—

The student will be able to:

1. Take photographs with available light.
2. Take photographs with electronic strobe.
3. Take photographs with photo-flood lighting.

08.00 DEMONSTRATE AN UNDERSTANDING OF COLOR PRINCIPLES AS APPLIED TO THE PREPARATION, PRODUCTION, EVALUATION, AND CORRECTION OF COLOR PRINTING—

The student will be able to:

1. Describe the concepts of color theory and color temperature.
2. Describe factors affecting the perception and recognition of color.
3. Identify and apply industry standard criteria to the evaluation of color in imaging and publishing.
4. Describe and identify the components and processes of color publishing systems.
5. Evaluate and color correct the quality of color publishing images.
6. Identify and describe models used to specify color.
7. Describe and identify color output devices of digital Imaging systems.
8. Evaluate the quality of digital imaging color output devices.
9. Identify and describe the purposes of a Color Management System.

09.00 TAKE STUDIO PHOTOGRAPHS—

The student will be able to:

1. Use their photographs to create advertising media.
2. Take portraits.

10.00 REPRODUCE PHOTOGRAPHIC MEDIA—

The student will be able to:

1. Use a scanner effectively.
2. Understand and use PhotoShop and/or other photo software.
3. Print quality photographs on a printer
4. Demonstrate how to use imaging technology to create a marketable product.

11.00 DEMONSTRATE APPROPRIATE COMMUNICATION SKILLS—

The student will be able to:

1. Write logical and understandable statements, or phrases, to accurately fill out forms/invoices commonly used in business and industry.
2. Read and understand graphs, charts, diagrams, and tables commonly used in this industry/occupation area.
3. Read and follow written and oral instructions.
4. Answer and ask questions coherently and concisely.
5. Read critically by recognizing assumptions and implications and by evaluating ideas.
6. Demonstrate appropriate telephone/communication skills.

12.00 DEMONSTRATE APPROPRIATE MATH SKILLS—

The student will be able to:

1. Solve problems relating to exposure using f-stops and shutter speeds when exposing film and when making a print.
2. Measure and properly mix the chemicals used in the darkroom.
3. Add, subtract, multiply and divide using fractions, decimals, and whole numbers.
4. Determine the correct purchase price, to include sales tax, for a materials list containing a minimum of six items.
5. Demonstrate an understanding of federal, state, and local taxes and their computation.

13.00 DEMONSTRATE APPROPRIATE UNDERSTANDING OF BASIC SCIENCE—

The student will be able to:

1. Understand the proper use of each of the chemicals used in film development and printing.
2. Draw conclusions or make inferences from data.
3. Identify health related problems which may result from exposure to work related chemicals and hazardous materials, and know the proper precautions required for handling such materials.

14.00 DEMONSTRATE EMPLOYABILITY SKILLS—

The student will be able to:

1. Comprehend the photography market and the technology as used in industry standards.
2. Comprehend how photographic imaging relates to other career pathways including printing, graphic arts, and journalism.
3. Apply knowledge of business management and marketing to the photography business.
4. Conduct a job search.
5. Secure information about a job.
6. Identify documents which may be required when applying for a job interview.
7. Complete a job application form correctly.
8. Demonstrate competence in job interview techniques.
9. Identify or demonstrate appropriate responses to criticism from employer, supervisor or other employees.
10. Identify acceptable work habits.
11. Demonstrate knowledge of how to make job changes appropriately.
12. Demonstrate acceptable employee health habits.
13. Demonstrate knowledge of acceptable dress standards for employability.

15.00 DEMONSTRATE AN UNDERSTANDING OF ENTREPRENEURSHIP—

The student will be able to:

1. Define entrepreneurship.
2. Describe the importance of entrepreneurship to the American economy.
3. List the advantages and disadvantages of business ownership.
4. Identify the risks involved in ownership of a business.
5. Identify the necessary personal characteristics of a successful entrepreneur.
6. Identify the business skills needed to operate a small business efficiently and effectively.
7. Comprehend the photographic market and the technology as used in industry standards.
8. Comprehend how photographic imaging relates to other career pathways including printing, graphic arts, and journalism.

16.00 ETHICS—

The student will be able to:

1. Demonstrate knowledge of ethics related to art, applied art, and photography.
2. Demonstrate a work ethic that includes integrity, honesty, loyalty, and perseverance to be accepted for this pathway in the industry.

17.00 SAFETY—

The student will be able to:

1. Practice safe mixing and disposal procedures for chemicals used in photography and other related processes.
2. Practice ergonomic processes when using the computer, photographic equipment, and other visual arts tools and equipment.
3. Explain OSHA and safety requirements that pertain to visual arts.

18.00 LEGAL ISSUES—

The student will be able to:

1. Demonstrate knowledge of copyright laws pertaining to art, applied art, photography, and other related areas.

19.00 FULFILL AN INTERNSHIP, A CO-OP TRAINING OR SIMILAR EXPERIENCE—

The student will be able to:

1. Understand the requirements and obligations for Internship or other on the job experience.
2. Complete all research and background on the business identified for the work experience to prepare for the job.
3. Submit the job application and your resume to the appropriate personnel.
4. Obtain all relevant information on personnel who will be responsible for working with you on the job site, and provide them needed personal information and background.

5. Maintain a daily log of activities and job assignments during the job experience.
6. Provide appropriate personal comments and letters of appreciation to the business and education partners who assisted you in the job assignment.

PHOTOGRAPHY ASSISTANT OUTLINE TI1601

01.00 PERFORM LABORATORY SKILLS—

The student will be able to:

1. Mix developers and other chemicals.
2. Hand-process film.
3. Process and print photographs.
4. Apply knowledge of darkroom skills in the following areas: dodging and burning, cropping and framing, chemical print manipulation, and enlarger skills.

02.00 CONTROL EXPOSURES—

The student will be able to:

1. Set appropriate f-stops and shutter speeds.
2. Select appropriate film type.
3. Select appropriate photographic paper, filters, etc.

03.00 TAKE BASIC PHOTOGRAPHS—

The student will be able to:

1. Apply camera care and maintenance principles.
2. Compose photographs demonstrating the elements and principles of design.
3. Apply knowledge and skills of setting up depth-of-field photographs.
4. Take still photographs.
5. Take action photographs.
6. Evaluate and defend the effectiveness of work through discussion and critique.

04.00 UNDERSTAND THE WORKINGS OF VARIOUS FORMAT CAMERAS—

The student will be able to:

1. Understand the 35mm SLR camera.

05.00 FINISH PHOTOGRAPHS—

The student will be able to:

1. Mount photographs.
2. Spot photographs.
3. Produce a final print portfolio.

06.00 UNDERSTAND AND UTILIZE VARIOUS LIGHTING TECHNIQUES—

The student will be able to:

1. Take photographs with available light.
2. Take photographs with electronic strobe.

07.00 REPRODUCE PHOTOGRAPHIC MEDIA—

The student will be able to:

1. Use a scanner effectively.
2. Understand and use Photoshop and/or other photo software
3. Print quality photographs on a printer.

08.00 DEMONSTRATE APPROPRIATE COMMUNICATION SKILLS—

The student will be able to:

1. Write logical and understandable statements, or phrases, to accurately fill out forms/invoices commonly used in business and industry.
2. Read and understand graphs, charts, diagrams, and tables commonly used in this industry/occupation area.
3. Read and follow written and oral instructions.
4. Answer and ask questions coherently and concisely.
5. Read critically by recognizing assumptions and implications and by evaluating ideas.
6. Demonstrate appropriate telephone/communication skills.

09.00 DEMONSTRATE APPROPRIATE MATH SKILLS—

The student will be able to:

1. Add, subtract, multiply and divide using fractions, decimals, and whole numbers.

10.00 DEMONSTRATE APPROPRIATE UNDERSTANDING OF BASIC SCIENCE—

The student will be able to:

1. Understand the proper use of each of the chemicals used in film development and printing.
2. Draw conclusions or make inferences from data.
3. Identify health related problems which may result from exposure to work related chemicals and hazardous materials, and know the proper precautions required for handling such materials.

STUDIO ASSISTANT/TECHNICIAN OUTLINE TI1602

01.00 PERFORM LABORATORY SKILLS—

The student will be able to:

1. Take care of the darkroom responsibilities, including chemical preparation and cleaning the area.
2. Load a bulk film loader and load a reusable film cartridge.

02.00 CONTROL EXPOSURES—

The student will be able to:

1. Apply photography skills to obtain needed exposure using: shutter speeds and aperture, depth of field, and filter photography.
2. Control exposure on digital cameras.

03.00 UNDERSTAND THE WORKINGS OF VARIOUS FORMAT CAMERAS—

The student will be able to:

1. Understand the medium format camera.
2. Understand the large format camera.
3. Understand digital technology as used in photography.
4. Understand digital still and video cameras.

04.00 DEMONSTRATE PROFICIENCY IN USING IMAGE MANIPULATION PROGRAMS—

The student will be able to:

1. Use a variety of paint/edit/selection tools and special effects filters to manipulate digital images.
2. Identify and apply industry standards and practices in file image compression, storage, and retrieval.
3. Apply image correction and color correction procedures/tools to continuous tone files.
4. Use photo editing software to adjust output requirements into continuous tone files.
5. Evaluate image (output) quality.
6. Calibrate a desktop color scanner.
7. Calibrate a color monitor.
8. Submit files to and use: servers, spoolers, queues.

05.00 FINISH PHOTOGRAPHS—

The student will be able to:

1. Mat/frame photographs.

06.00 UNDERSTAND AND UTILIZE VARIOUS PHOTOGRAPHIC LIGHTING TECHNIQUES—

The student will be able to:

1. Take photographs with photo-flood lighting.

07.00 DEMONSTRATE AN UNDERSTANDING OF COLOR PRINCIPLES AS APPLIED TO THE PREPARATION, PRODUCTION, EVALUATION AND CORRECTION OF COLOR PRINTING —

The student will be able to:

1. Describe the concepts of color theory and color temperature.
2. Describe factors affecting the perception and recognition of color.
3. Identify and apply industry standard criteria to the evaluation of color in imaging and publishing.
4. Describe and identify the components and processes of color publishing systems.
5. Evaluate and color correct the quality of color publishing images.
6. Identify and describe models used to specify color.
7. Describe and identify color output devices of digital imaging systems.
8. Evaluate the quality of digital imaging color output devices.
9. Identify and describe the purposes of a Color Management System.

08.00 TAKE STUDIO PHOTOGRAPHS—

The student will be able to:

1. Use their photographs to create advertising media.
2. Take portraits.

09.00 REPRODUCE PHOTOGRAPHIC MEDIA—

The student will be able to:

1. Demonstrate how to use imaging technology to create a marketable product.

PHOTOGRAPHIC TECHNICIAN OUTLINE TI1603

01.00 FINISH PHOTOGRAPHS—

The student will be able to:

1. Demonstrate sequencing and creating an electronic portfolio.
2. Demonstrate an individual imagery style.
3. Mount an exhibition of their work.
4. Produce a resume.

02.00 REPRODUCE PHOTOGRAPHIC MEDIA—

The student will be able to:

1. Demonstrate how to use imaging technology to create a marketable product.

03.00 DEMONSTRATE APPROPRIATE MATH SKILLS—

The student will be able to:

1. Determine the correct purchase price, to include sales tax for a materials list containing a minimum of six items.
2. Demonstrate an understanding of federal, state and local taxes and their computation.

04.00 DEMONSTRATE EMPLOYABILITY SKILLS—

The student will be able to:

1. Comprehend the photography market and the technology as used in industry standards.
2. Comprehend how photographic imaging relates to other career pathways including printing, graphic arts, and journalism.
3. Apply knowledge of business management and marketing to the photography business.
4. Conduct a job search.
5. Secure information about a job.
6. Identify documents which may be required when applying for a job interview.
7. Complete a job application form correctly.
8. Demonstrate competence in job interview techniques.
9. Identify or demonstrate appropriate responses to criticism from employer, supervisor or other employees.
10. Identify acceptable work habits.
11. Demonstrate knowledge of how to make job changes appropriately.
12. Demonstrate acceptable employee health habits.
13. Demonstrate knowledge of acceptable dress standards for employability.

05.00 DEMONSTRATE AN UNDERSTANDING OF ENTREPRENEURSHIP—

The student will be able to:

1. Define entrepreneurship.
2. Describe the importance of entrepreneurship to the American economy.
3. List the advantages and disadvantages of business ownership.
4. Identify the risks involved in ownership of a business.
5. Identify the necessary personal characteristics of a successful entrepreneur.
6. Identify the business skills needed to operate a small business efficiently and effectively.
7. Comprehend the photographic market and the technology as used in industry standards.
8. Comprehend how photographic imaging relates to other career pathways including printing, graphic arts, and journalism.

06.00 ETHICS—

The student will be able to:

1. Demonstrate knowledge of ethics related to art, applied art, and photography.
2. Demonstrate a work ethic that includes integrity, honesty, loyalty, and perseverance to be accepted for this pathway in the industry.

07.00 SAFETY—

The student will be able to:

1. Practice safe mixing and disposal procedures for chemicals used in photography and other related processes.
2. Practice ergonomic processes when using the computer, photographic equipment, and other visual arts tools and equipment.
3. Explain OSHA and safety requirements that pertain to visual arts.

08.00 LEGAL—

The student will be able to:

1. Demonstrate knowledge of copyright laws pertaining to art, applied art, photography, and other related areas.

09.00 FULFILL AN INTERNSHIP, A CO-OP TRAINING, OR SIMILAR EXPERIENCE—

The student will be able to:

1. Understand the requirements and obligations for Internship or other on the job experience.
2. Complete all research and background on the business identified for the work experience to prepare for the job.
3. Submit the job application and your resume to the appropriate personnel.
4. Obtain all relevant information on personnel who will be responsible for working with you on the job site, and provide them needed personal information and background.
5. Maintain a daily log of activities and job assignments during the job experience.
6. Provide appropriate personal comments and letters of appreciation to the business and education partners who assisted you in the job assignment.

RESOURCES FOR MEDIA TECHNOLOGIES

BROADCAST TECHNOLOGY

The Video Production Organizer

Aleks Matza
Focal Press – 1995
313 Washington Street
Newton, Ma. 02158-1626

Student Television in America: Channels of Change

Tony Silvia and Nancy F. Kaplan
Iowa State University Press
Ames, Iowa 50014

Television Production Handbook

Herbert Zettl
Wadsworth Publishing Company – 1997

Broadcast News Writing and Reporting

Peter E. Mayeux
Waveland Press
Prospect Heights, Illinois – 1996

Writing News for Television

Victoria McCullough Carroll
Iowa State University Press
Ames, Iowa 50014

Television Production Today

Mark Bielak
National Textbook Company
Lincolnwood, Illinois – 1996

Media Production from Analog to Digital

Gorham Kindem and Robert B. Musburger
Focal Press – 1997

Public Relations Writing

Thomas H. Bivins
National Textbook Company
Lincolnwood, Illinois – 1999

Radio, TV, and Cable Programming

Herbert H. Howard, Michael S. Kievman, and Barbara A. Moore
Iowa State University Press
Ames, Iowa – 1987

The Great American Broadcast

Leonard Maltin

New American Library – Penguin Putnam, Inc.
375 Hudson Street,
New York, New York 10014 – 1997

Video Production Handbook

Gerald Millerson

Focal Press – 1992

Broadcasting Careers

Elmo I. Ellis

NTC Publishing Group

Lincolnwood, Illinois 60646-1975 –1992

Broward Teen News

Southfield Public Schools

Southfield, Mi. – 1988

Basics of Video Sound, Basics of Video Lighting and

Basics of Video Production

Des Lyver and Graham Swainson

Focal Press – 1995

GRAPHIC COMMUNICATIONS**The Non-Designers Type Book****The Non-Designers Design Book**